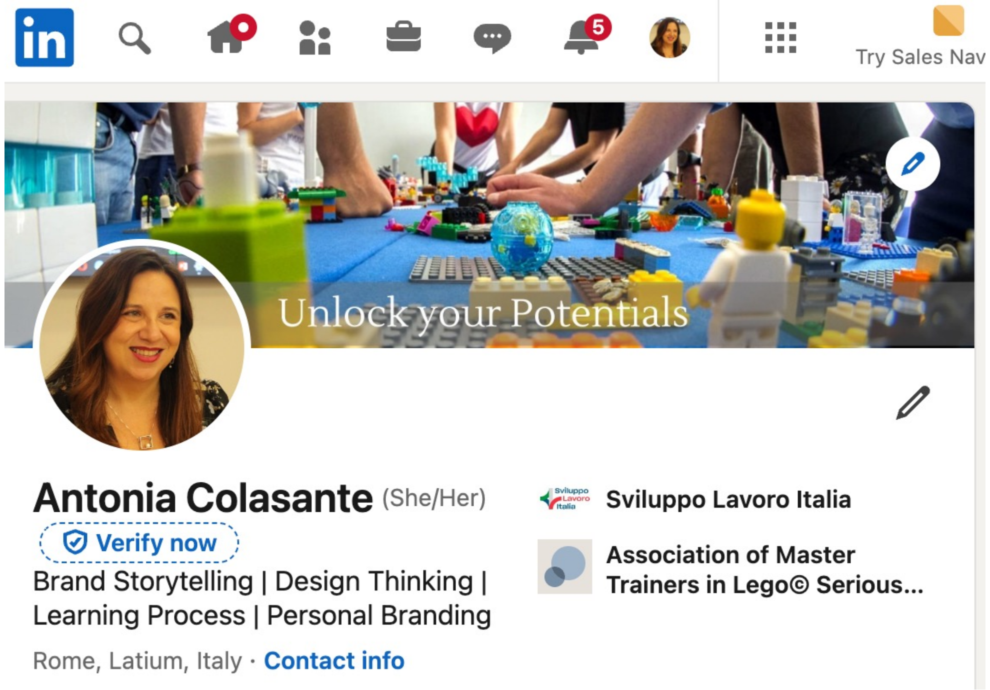
MARKETING FOR HOSPITALITY AND TOURISM

Antonia Colasante

UNIVERSITÀ EUROPEA DI ROMA

ANTONIA COLASANTE

psychologist with an extensive experience in training and communications.
Brand Storyteller and certified facilitator in several innovative methodologies such as LEGO® SERIOUS PLAY® and Design Thinking.


Try Sales Nav
Unlock your Potentials
Verify now
Contact info

Antonia Colasante (She/Her)

Brand Storytelling | Design Thinking | Learning Process | Personal Branding

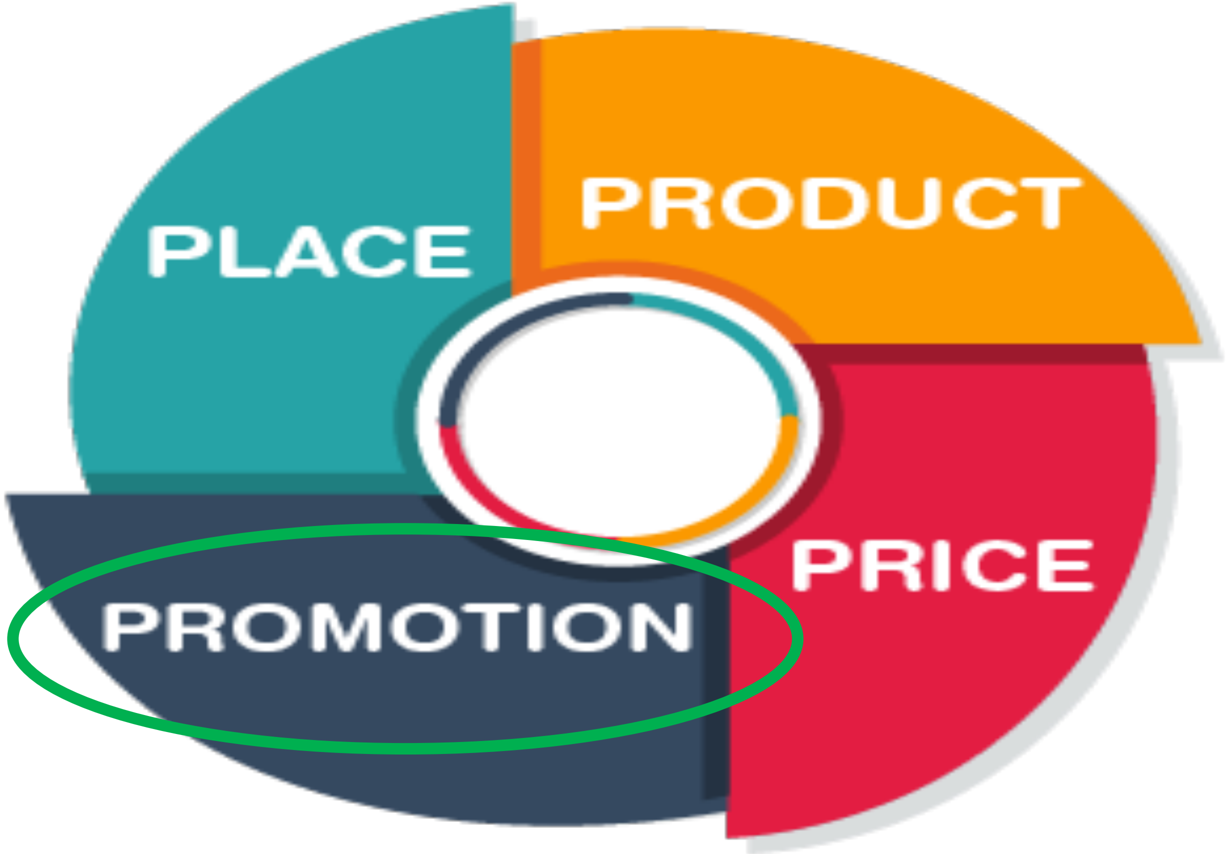
Rome, Latium, Italy · Contact info

Sviluppo Lavoro Italia

Association of Master Trainers in Lego© Serious...

www.linkedin.com/in/antoniacolasante

Antonia Colasante


PLACE
PRODUCT
PRICE
PROMOTION

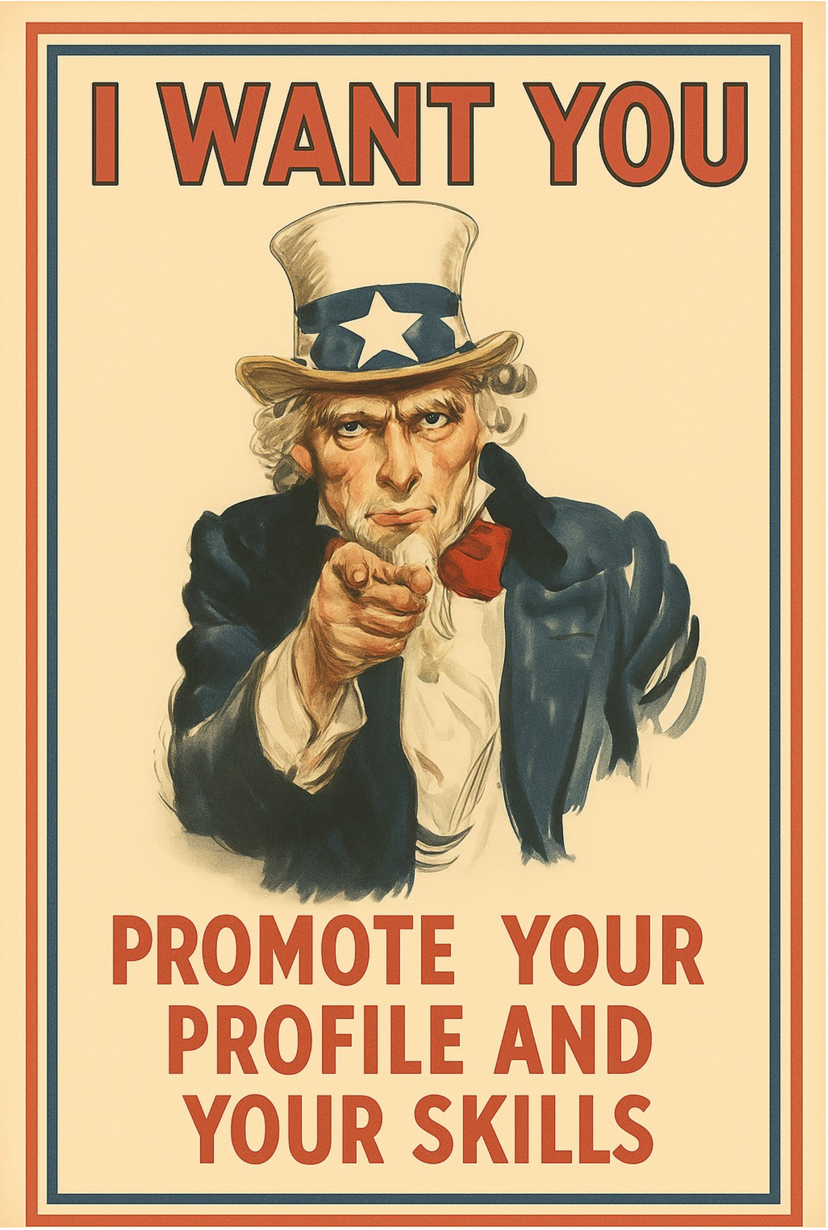
4Ps of Marketing Mix

And You?

What about your marketing?

And your value?

Antonia Colasante


I WANT YOU
PROMOTE YOUR PROFILE AND YOUR SKILLS

The Golden Circle

WHAT

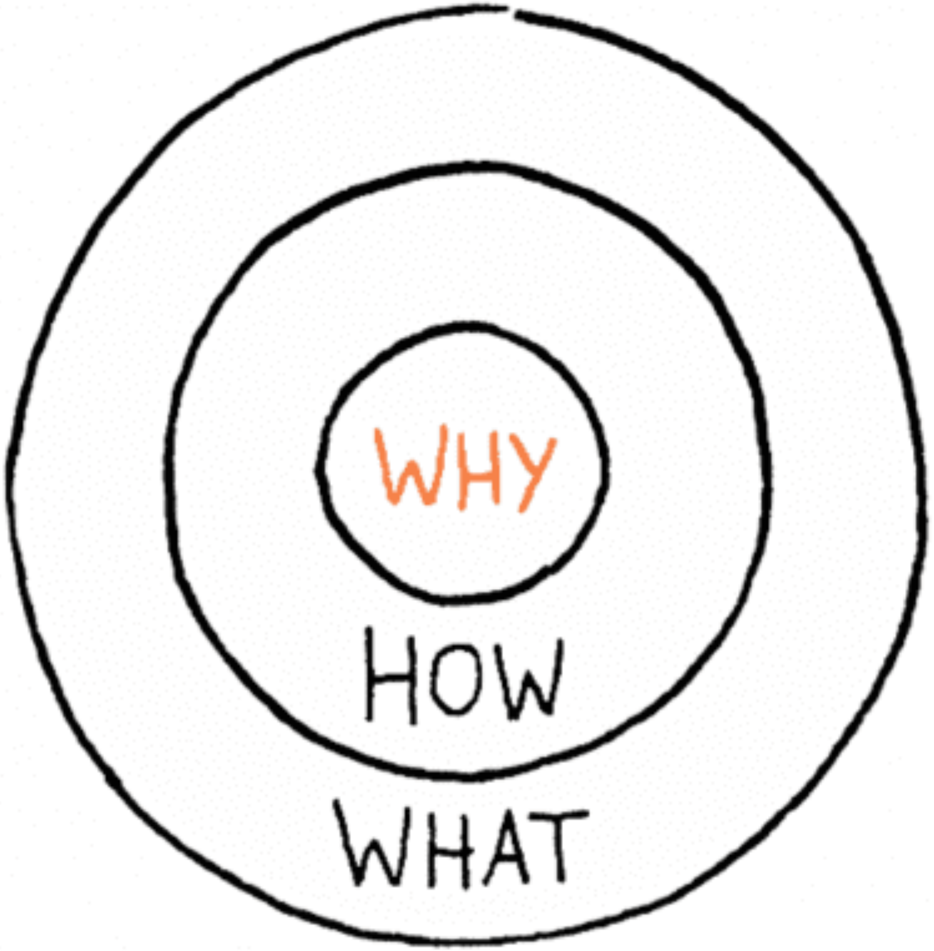
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Reputation

Understanding and actively managing your digital footprint is crucial for success in the tourism industry.

What is Egosurfing?

Regularly searching for your own name or brand online to monitor public perception and information.

Why It Matters

- Protect brand image.
- Identify opportunities & threats.
- Early crisis detection.

Practical Monitoring

- Set up Google Alerts.
- Monitor social media & review sites.

Antonia Colasante

SO… WHAT WE DO

PROMOTION
COMMUNICATION

Social Media Marketing

Brand Storytelling

DESIGN THINKING methodology

WHAT IS MARKETING

Marketing is the bridge between production and consumption of goods and services.

RESEARCH
CUSTOMER
INNOVATE
ADVERTISING
OPPORTUNITY
MARKETING
SOLUTION
STRATEGY
BRANDING
CONCEPT

The aim of marketing is to make selling superfluous.

The aim is to know and understand customers so well that the product or service fits them and sells itself

Peter Drucker (economist)

Antonia Colasante

MARKETING IS ABOUT

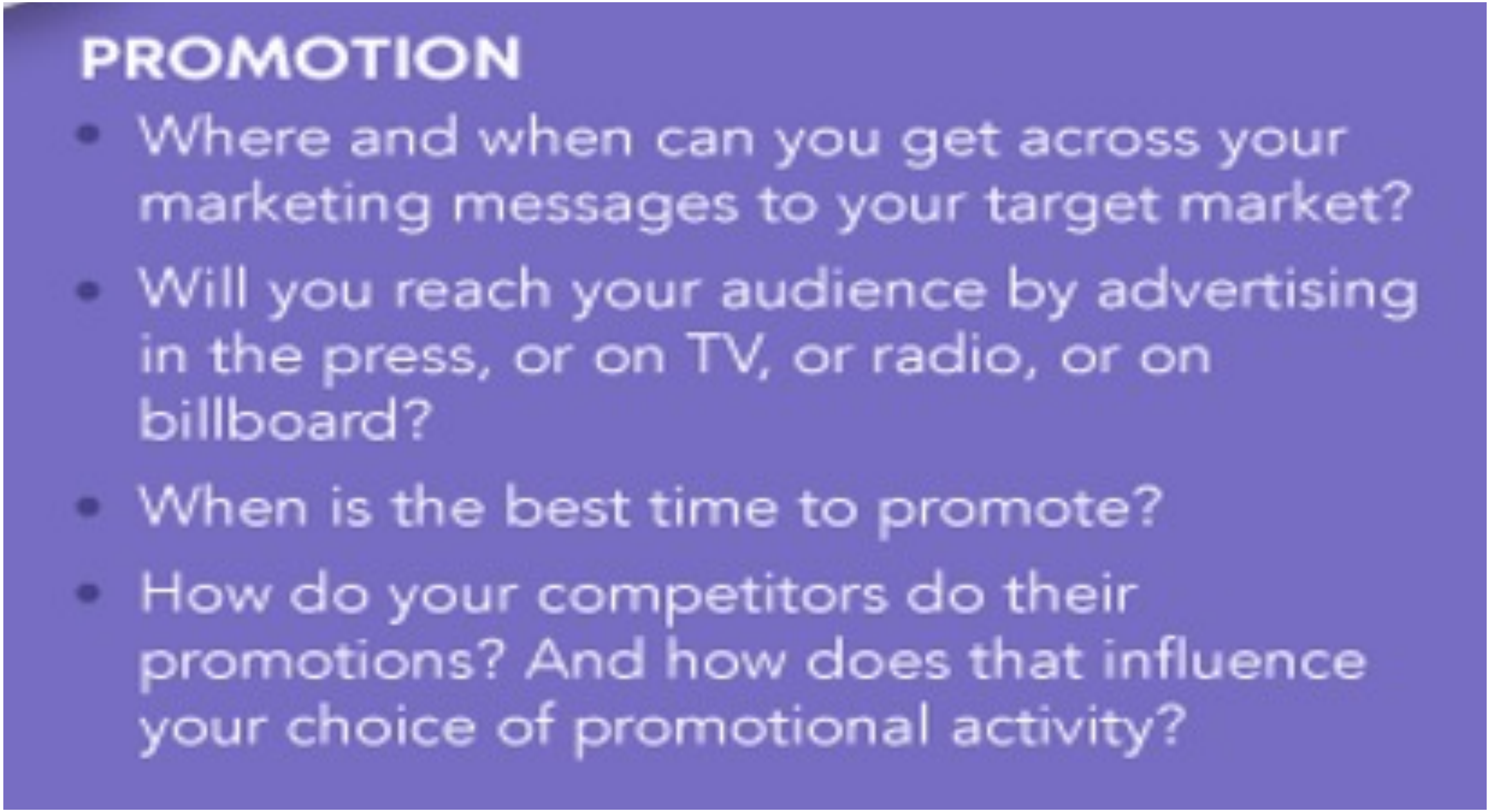
- doing RESEARCH to learn what people want, **to understand customer needs and the marketplace within which they operate**;
- creating products that people want;
- pricing them competitively,
- making it easy for people to buy through distribution and
- INFORMING THEM ABOUT THE PRODUCTS THROUGH PROMOTION.

PROMOTION

PROMOTION
IN THE
MARKETING
MIX

Promote / communicate the product to the target market through advertising, sales promotion events, personal selling, public relations, trade shows and exhibitions…

Antonia Colasante

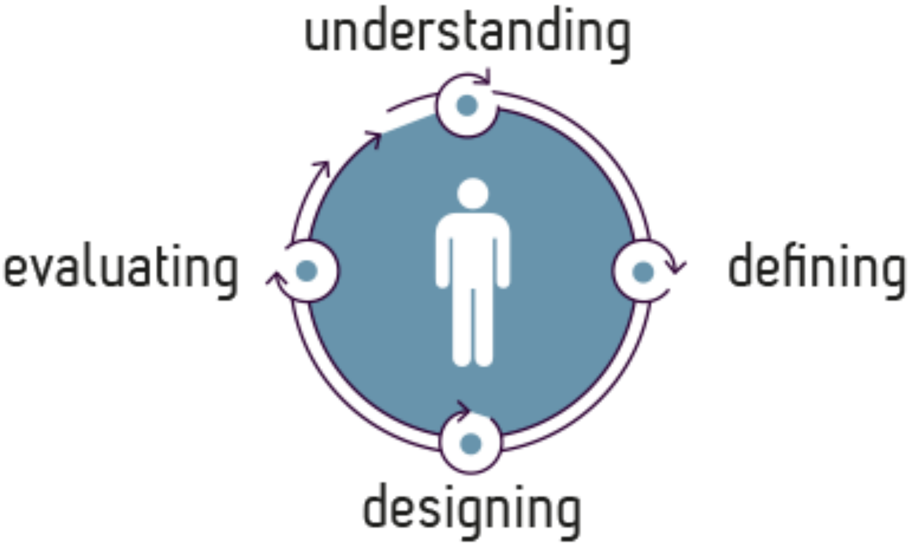


PROMOTION

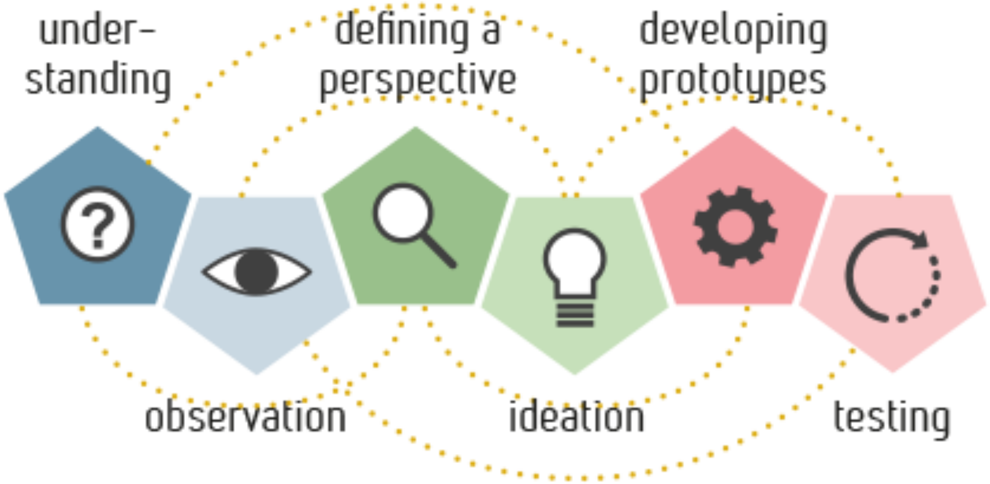
- Where and when can you get across your marketing messages to your target market?
- Will you reach your audience by advertising in the press, or on TV, or radio, or on billboard?
- When is the best time to promote?
- How do your competitors do their promotions? And how does that influence your choice of promotional activity?

Antonia Colasante

Human-centred Design


understanding
evaluating
defining
designing

Design Thinking


under-standing
observation
defining a perspective
ideation
developing prototypes
testing

Antonia Colasante

DESIGN THINKING: DEFINITION

It is both an ideology and a process, concerned with solving complex problems in a highly user-centric way and a primary focus on empathy to uncover deep needs and insights of users to build an accurate mindset when considering possible solutions.

The approach takes an individual or team through a phase of understanding, exploring and then materializing one or two of the solutions for testing. The steps are not linear and can occur simultaneously and be repeated.

TOOLS

The most used ones

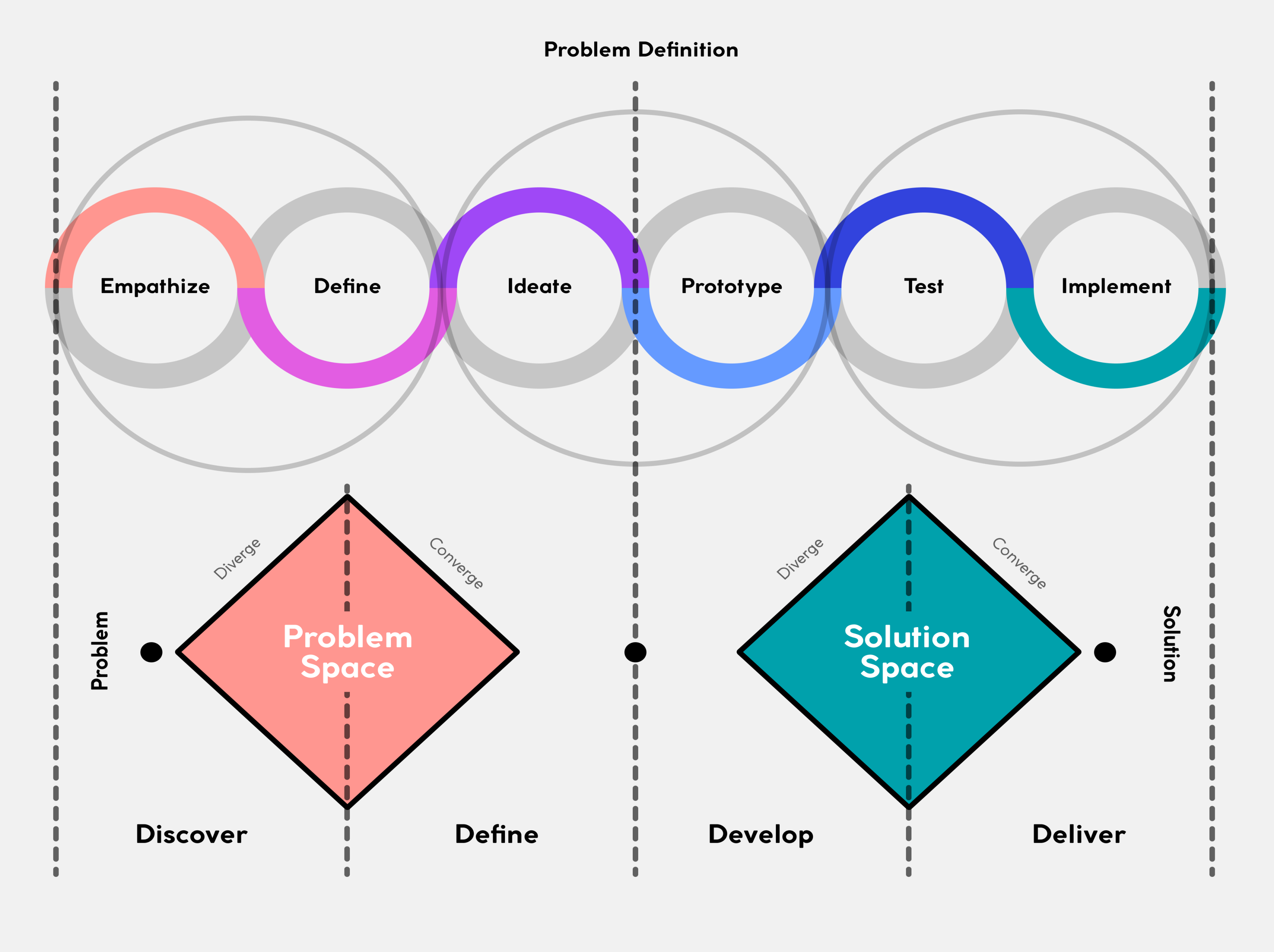
1. Business Model Canvas
2. **Personas**
3. **Brand Storytelling Canvas**
4. **Value Proposition Canvas**
5. Empathy Map
6. Customer Journey
7. ..many others

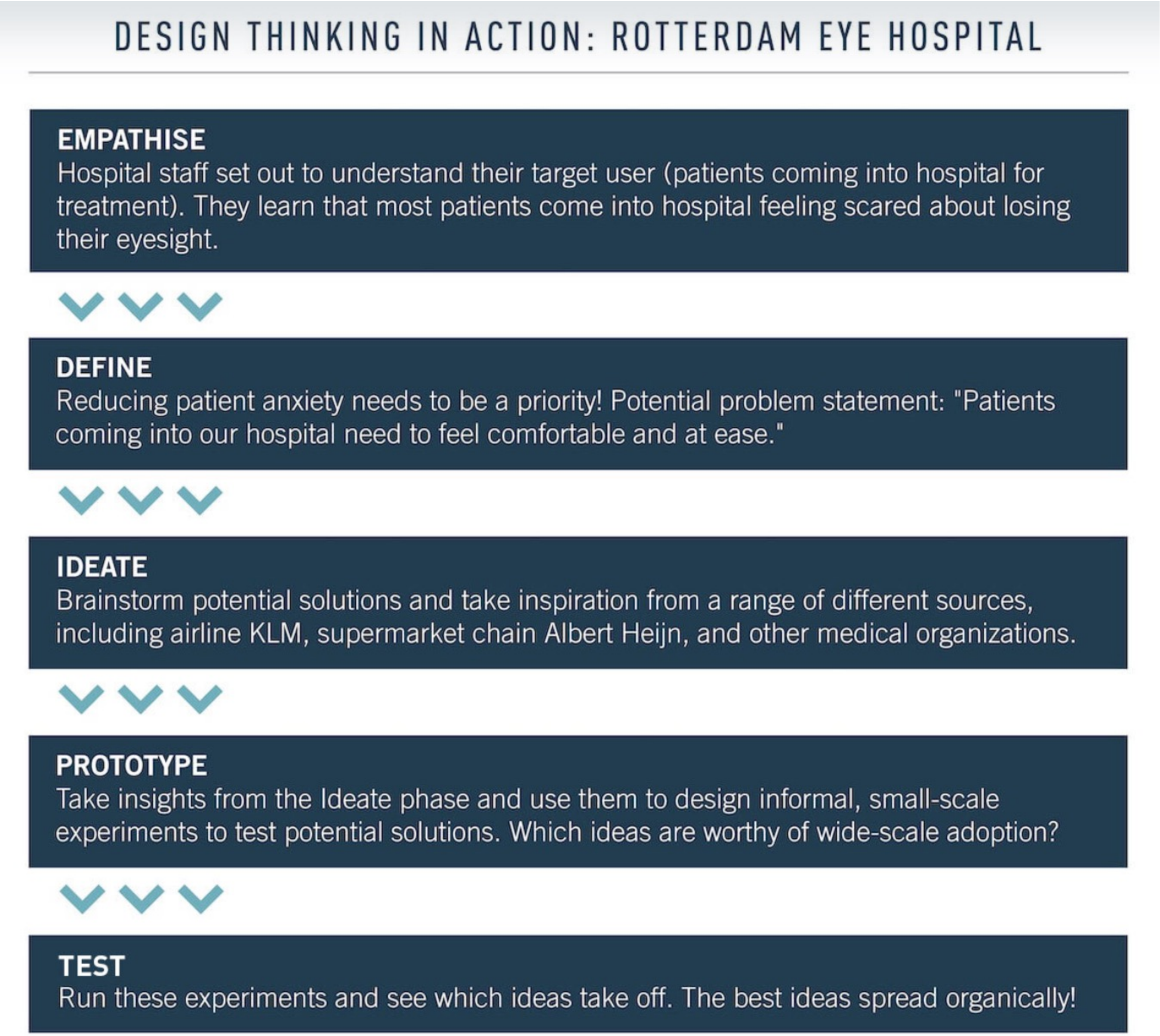
How to use the Canvas

- what do you need: 1 canvas (printed A1) per group, papers, markers and post-it
- setting: a room large enough to contain all the participants standing up in front of the wall/walls on which is/are the canvas
- how many person: 6/8 per canvas
- how many facilitators: the best is one facilitator per group

DESIGN THINKING process

Double Diamond


Problem Definition
Empathize
Define
Ideate
Prototype
Test
Implement
Problem
Diverge
Converge
Problem Space
Diverge
Converge
Solution Space
Solution
Discover
Define
Develop
Deliver



DESIGN THINKING IN ACTION: ROTTERDAM EYE HOSPITAL

EMPATHISE
Hospital staff set out to understand their target user (patients coming into hospital for treatment). They learn that most patients come into hospital feeling scared about losing their eyesight.

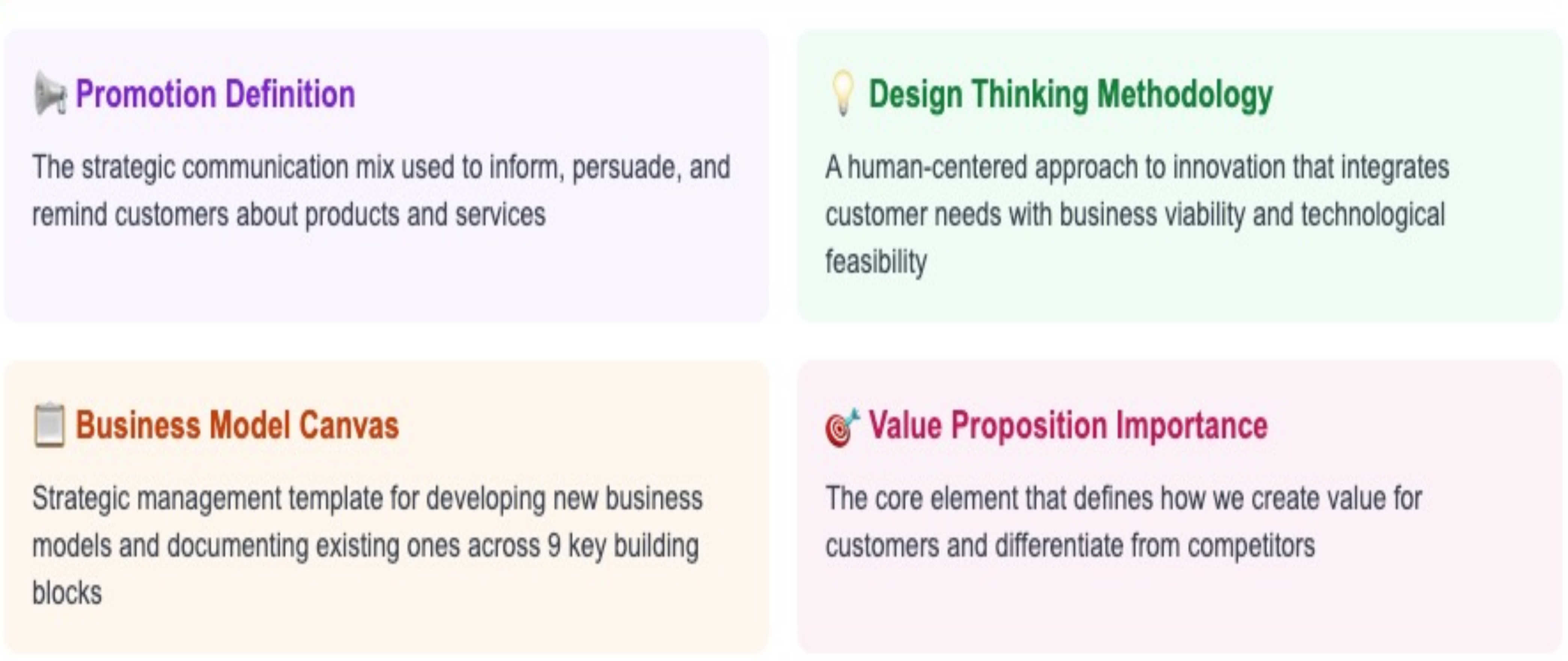
DEFINE
Reducing patient anxiety needs to be a priority! Potential problem statement: "Patients coming into our hospital need to feel comfortable and at ease."

IDEATE
Brainstorm potential solutions and take inspiration from a range of different sources, including airline KLM, supermarket chain Albert Heijn, and other medical organizations.

PROTOTYPE
Take insights from the Ideate phase and use them to design informal, small-scale experiments to test potential solutions. Which ideas are worthy of wide-scale adoption?

TEST
Run these experiments and see which ideas take off. The best ideas spread organically!

KEY ELEMENTS



📢 Promotion Definition

The strategic communication mix used to inform, persuade, and remind customers about products and services

💡 Design Thinking Methodology

A human-centered approach to innovation that integrates customer needs with business viability and technological feasibility

📋 Business Model Canvas

Strategic management template for developing new business models and documenting existing ones across 9 key building blocks

🎯 Value Proposition Importance

The core element that defines how we create value for customers and differentiate from competitors

Promotion in the Marketing Mix

Promotion is one of the 4Ps of marketing (Product, Price, Place, Promotion) and encompasses all the ways a company communicates with its target audience.

The Promotional Mix Includes:

Advertising
Paid, non-personal communication

Personal Selling
Direct interaction with customers

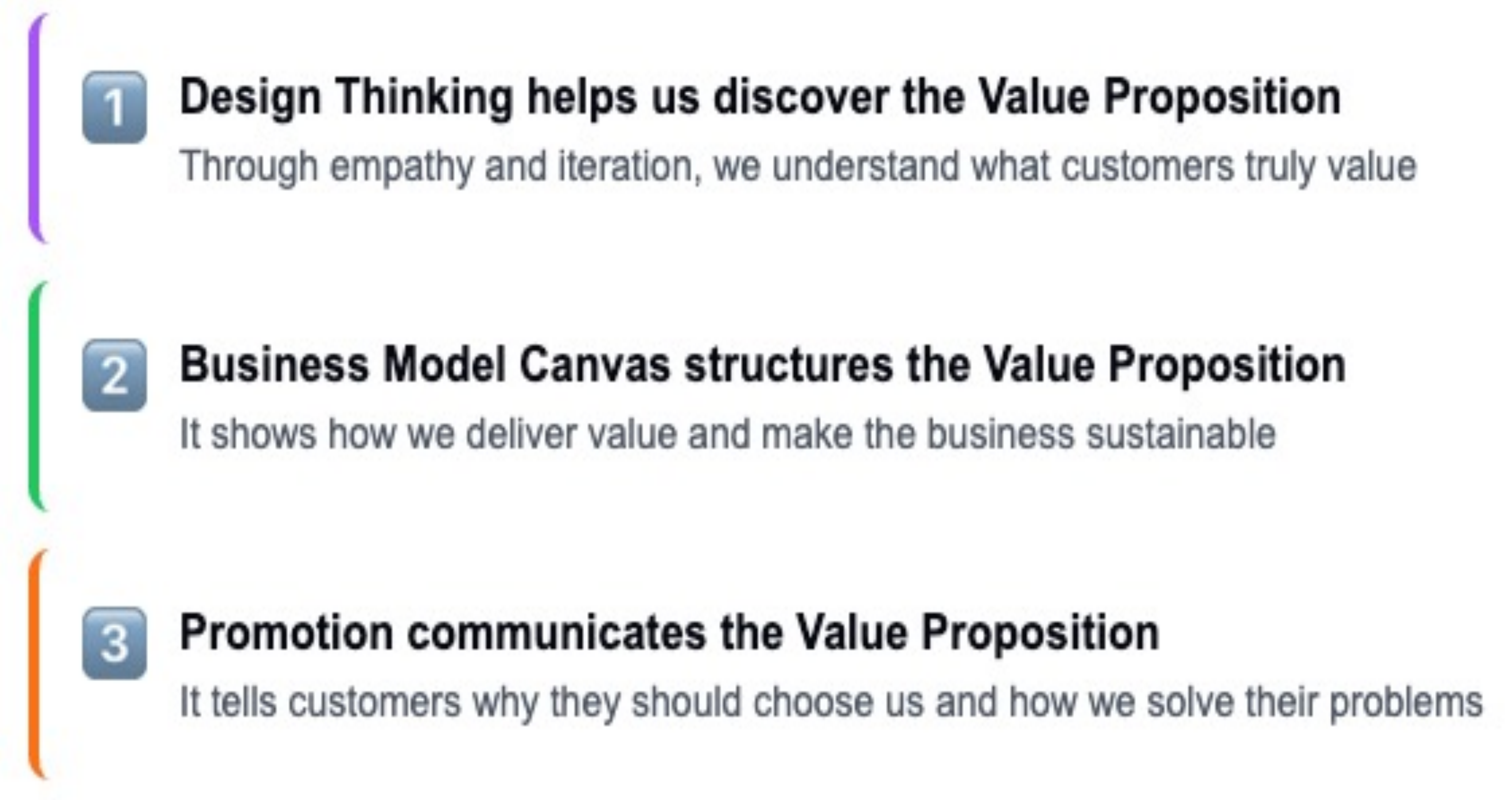
Public Relations
Building positive image and relationships

Direct Marketing
Direct communication to target customers

Sales Promotion
Short-term incentives to encourage purchase

Digital Marketing
Online channels and social media

CONNECTIONS



1 **Design Thinking helps us discover the Value Proposition**

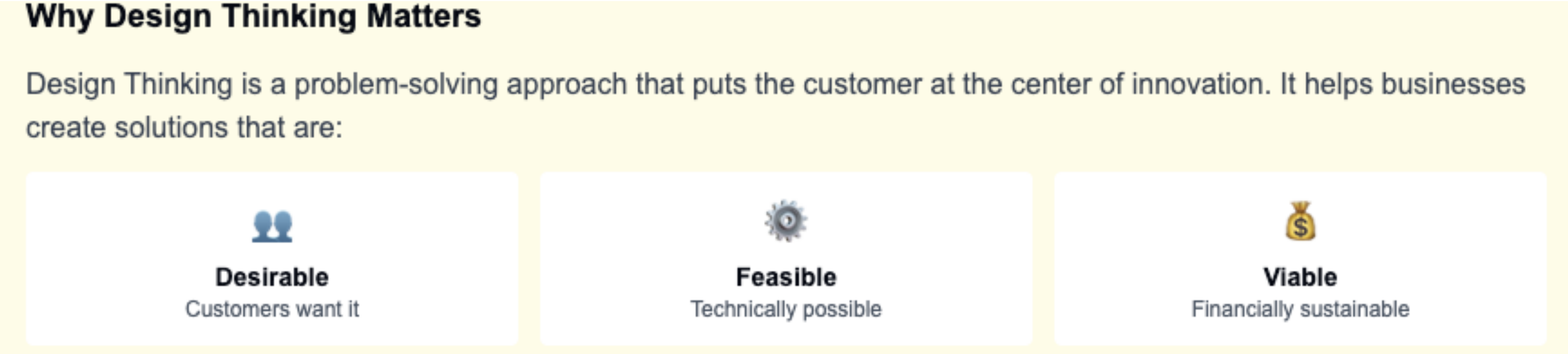
Through empathy and iteration, we understand what customers truly value

2 **Business Model Canvas structures the Value Proposition**

It shows how we deliver value and make the business sustainable

3 **Promotion communicates the Value Proposition**

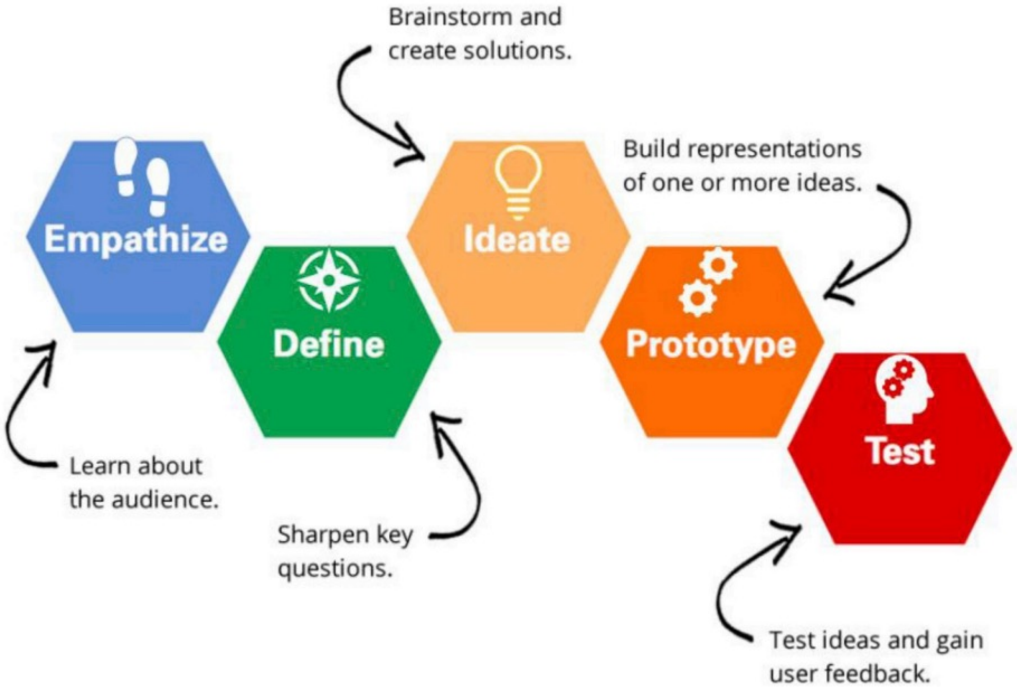
It tells customers why they should choose us and how we solve their problems



Why Design Thinking Matters

Design Thinking is a problem-solving approach that puts the customer at the center of innovation. It helps businesses create solutions that are:

👥	⚙️	💰
Desirable	**Feasible**	**Viable**
Customers want it	Technically possible	Financially sustainable



Brainstorm and create solutions.

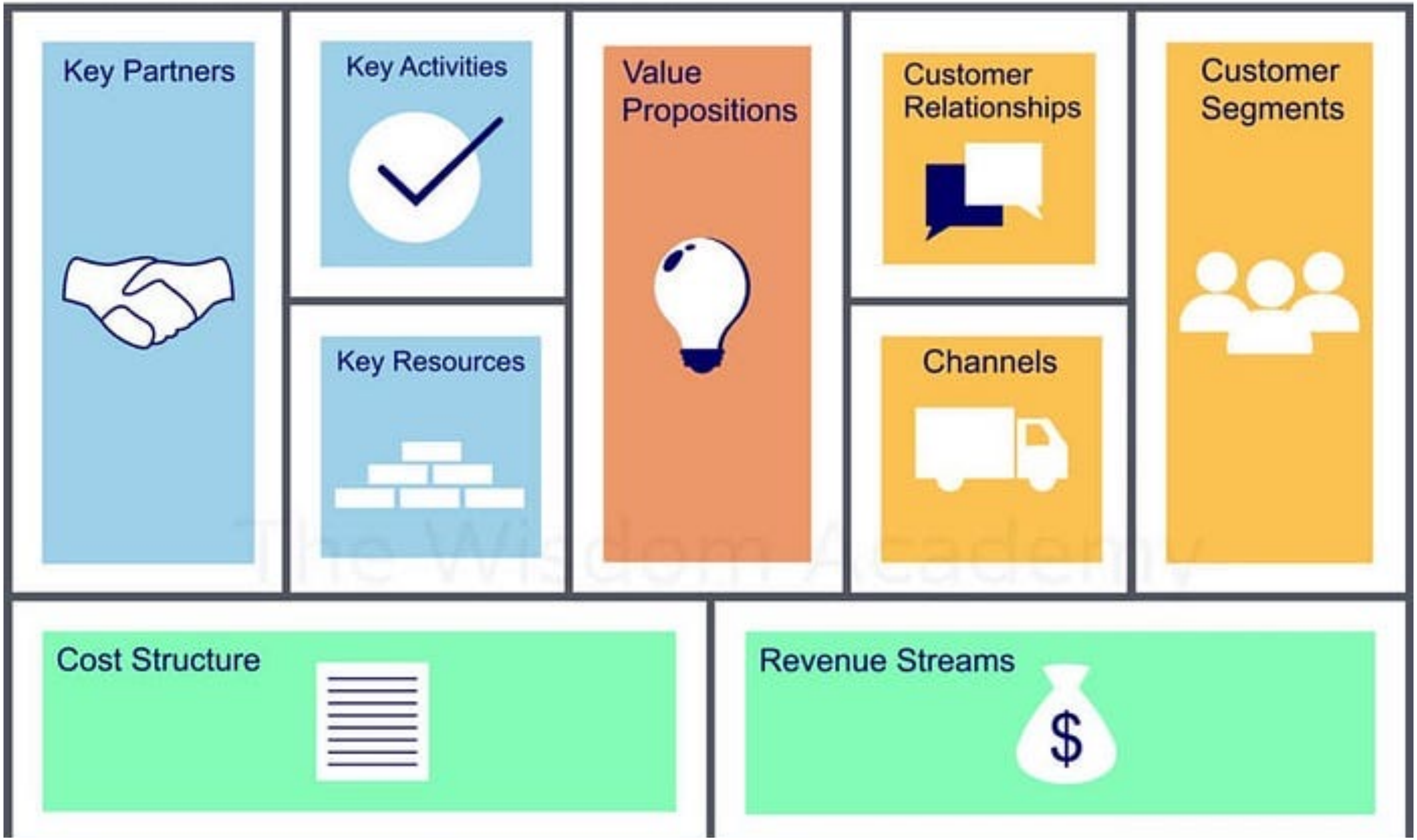
Build representations of one or more ideas.

Learn about the audience.

Sharpen key questions.

Test ideas and gain user feedback.

Business Model Canvas



Key Partners

Key Activities

Key Resources

Value Propositions

Customer Relationships

Channels

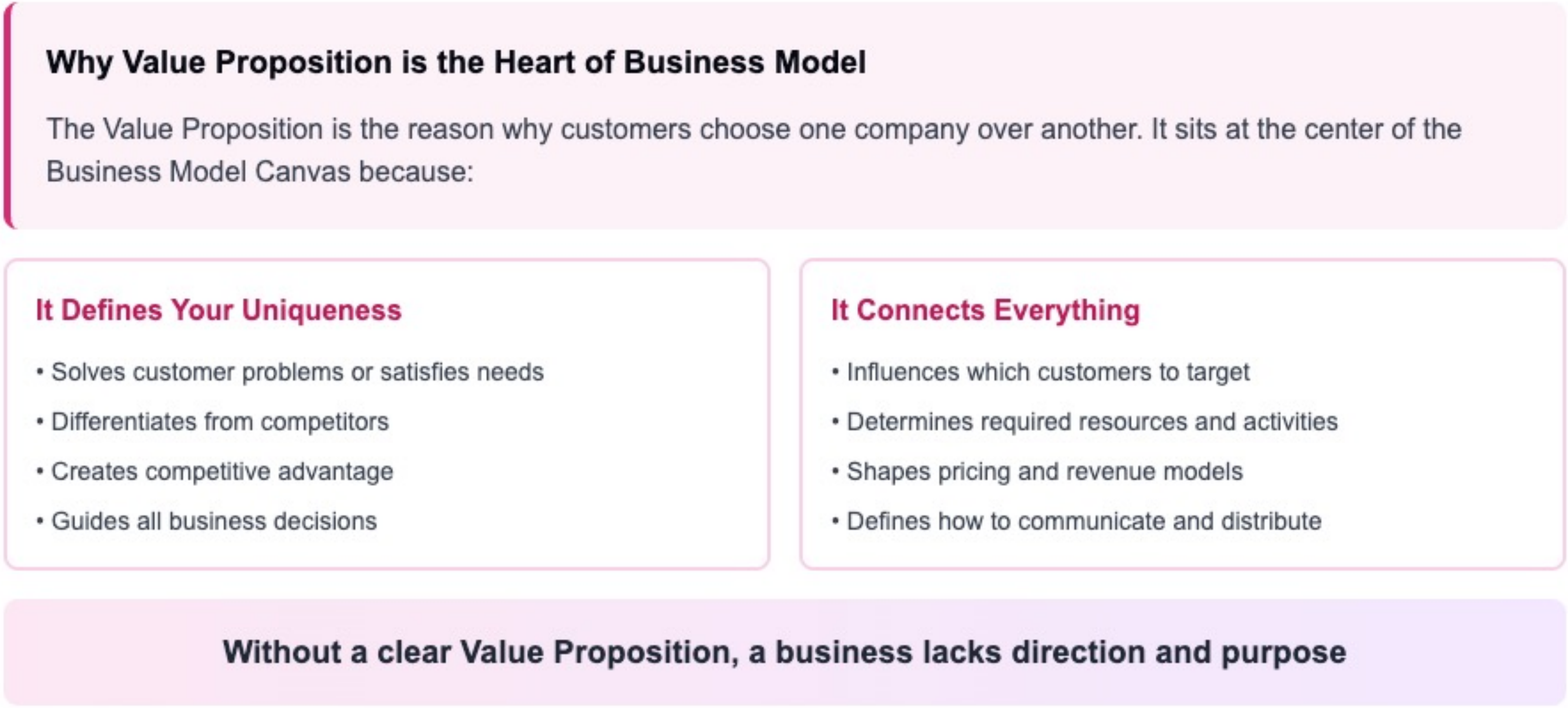
Customer Segments

Cost Structure

Revenue Streams

The Wisdom Academy

VALUE PROPOSITION



Why Value Proposition is the Heart of Business Model

The Value Proposition is the reason why customers choose one company over another. It sits at the center of the Business Model Canvas because:

It Defines Your Uniqueness

- Solves customer problems or satisfies needs
- Differentiates from competitors
- Creates competitive advantage
- Guides all business decisions

It Connects Everything

- Influences which customers to target
- Determines required resources and activities
- Shapes pricing and revenue models
- Defines how to communicate and distribute

Without a clear Value Proposition, a business lacks direction and purpose

Antonia Colasante

BUSINESS MODEL

A business model describes the rationale of how an ORGANIZATION creates, delivers, and captures value.
It is a plan describing how a business intends to make money.
It explains who your customer base is and how you deliver value to them and the related details of financing.

CPU
DISK
GPU

Unsplash+

BMC story

Canales
Flujos de ingreso

A Canvas is a template and a structured approach to plan a strategy and process. It provides an overview of the different elements in a design process and is a systemic technique to collect inputs from a project.
It was invented by Alex Osterwalder, a Swiss business theorist and entrepreneur as a part of his PhD research.
He designed the famous **Business Model Canvas**, a strategic management template that helps businesses to describe, design and analyse their business models.

Antonia Colasante

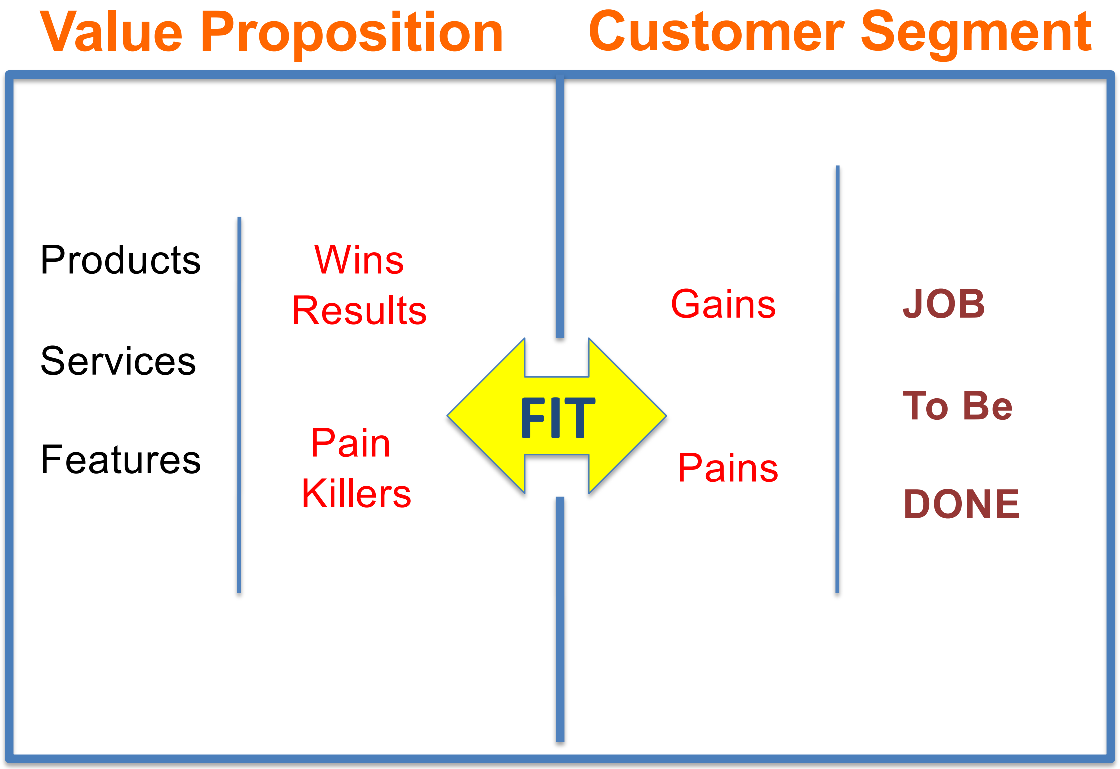
BMC: HOW IT WORKS

The right side of the canvas focuses on the customer or the market (external factors that are not under your control)

The left side of the canvas focuses on the business (internal factors that are mostly under your control).

In the middle, you get the value propositions that represent the exchange of value between your business and your customers.

MAP CUSTOMER TO VALUE PROPOSITION



Value Proposition | **Customer Segment**

Products

Services

Features

Wins
Results

Pain
Killers

FIT

Gains

Pains

JOB

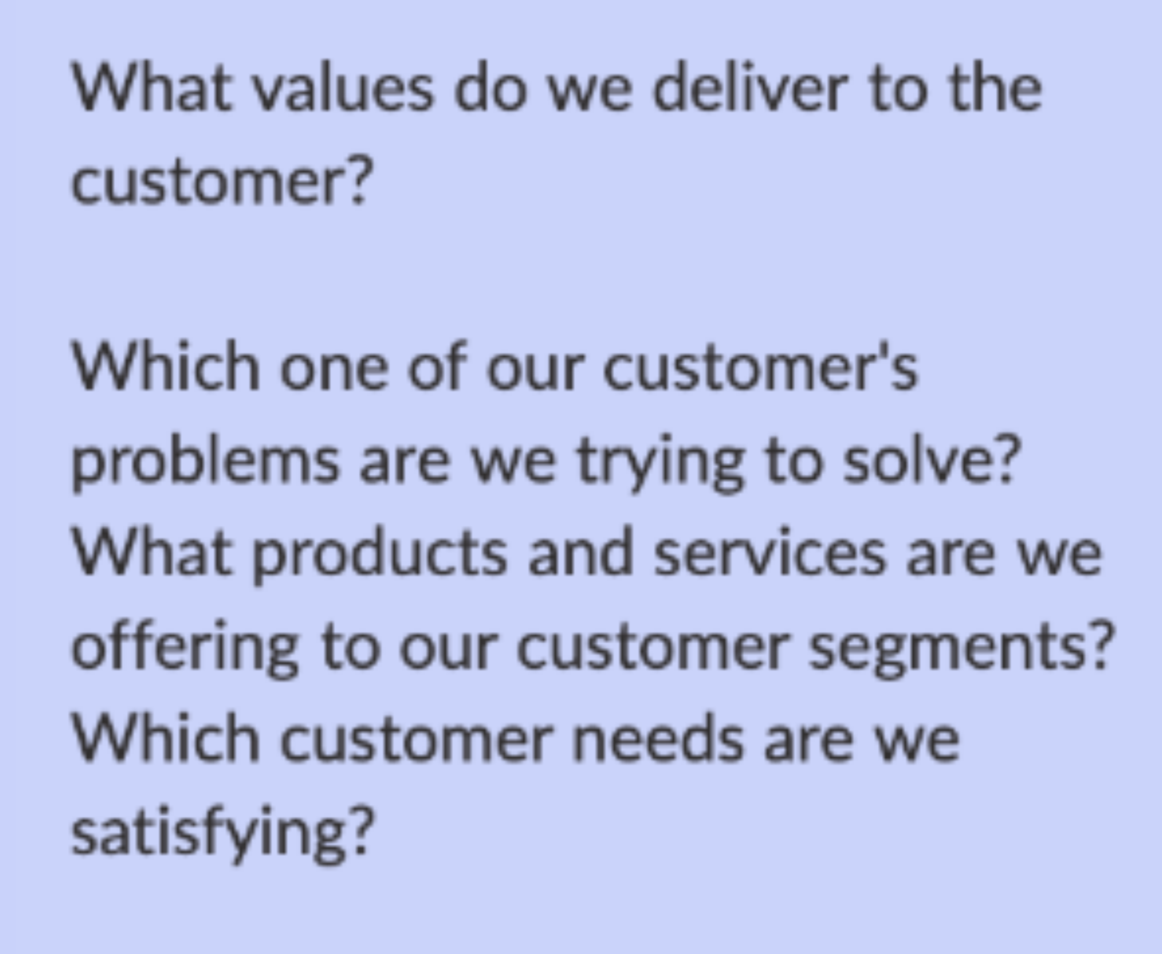
To Be

DONE

Getting The Customer Value Proposition Right Is Critical To Success

VALUE PROPOSITION

Crafting unique experiences that differentiate your business and attract customers by clearly communicating what makes you special.



What values do we deliver to the customer?

Which one of our customer's problems are we trying to solve?
What products and services are we offering to our customer segments?
Which customer needs are we satisfying?

VALUE PROPOSITION: how to design

It represents your unique solution (product or service) for a problem faced by a customer segment, or that creates value for the customer segment.
It should be unique or different from that of your competitors.

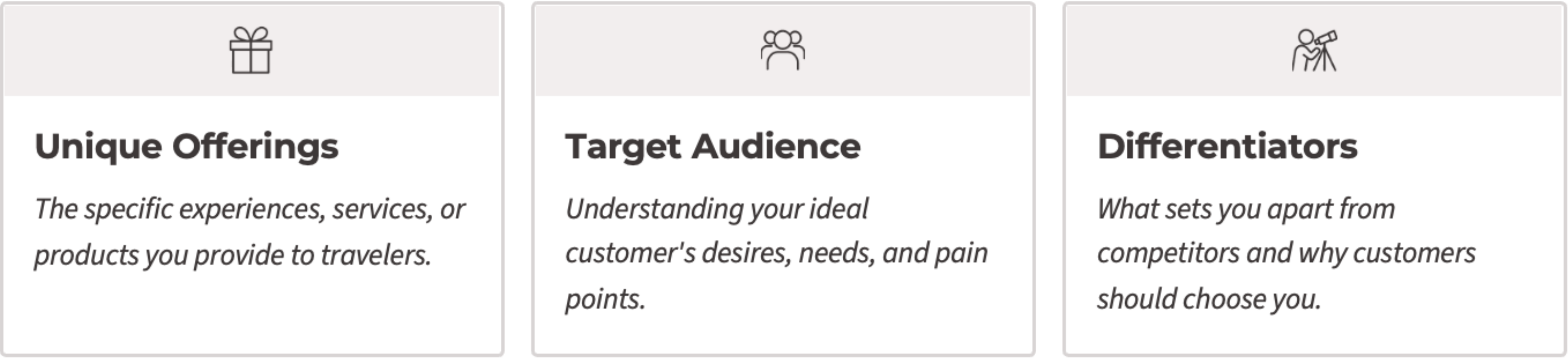
If you are offering a new product, it should be innovative and disruptive.
And if you are offering a product that already exists in the market, it should stand out with new features and attributes.

Value propositions can be either quantitative (price and speed of service) or qualitative (customer experience or design).

Antonia Colasante

VALUE PROPOSITION IN TOURISM

A value proposition clearly articulates the unique benefits a tourism business offers to its target customers, differentiating it from competitors.



Unique Offerings

The specific experiences, services, or products you provide to travelers.

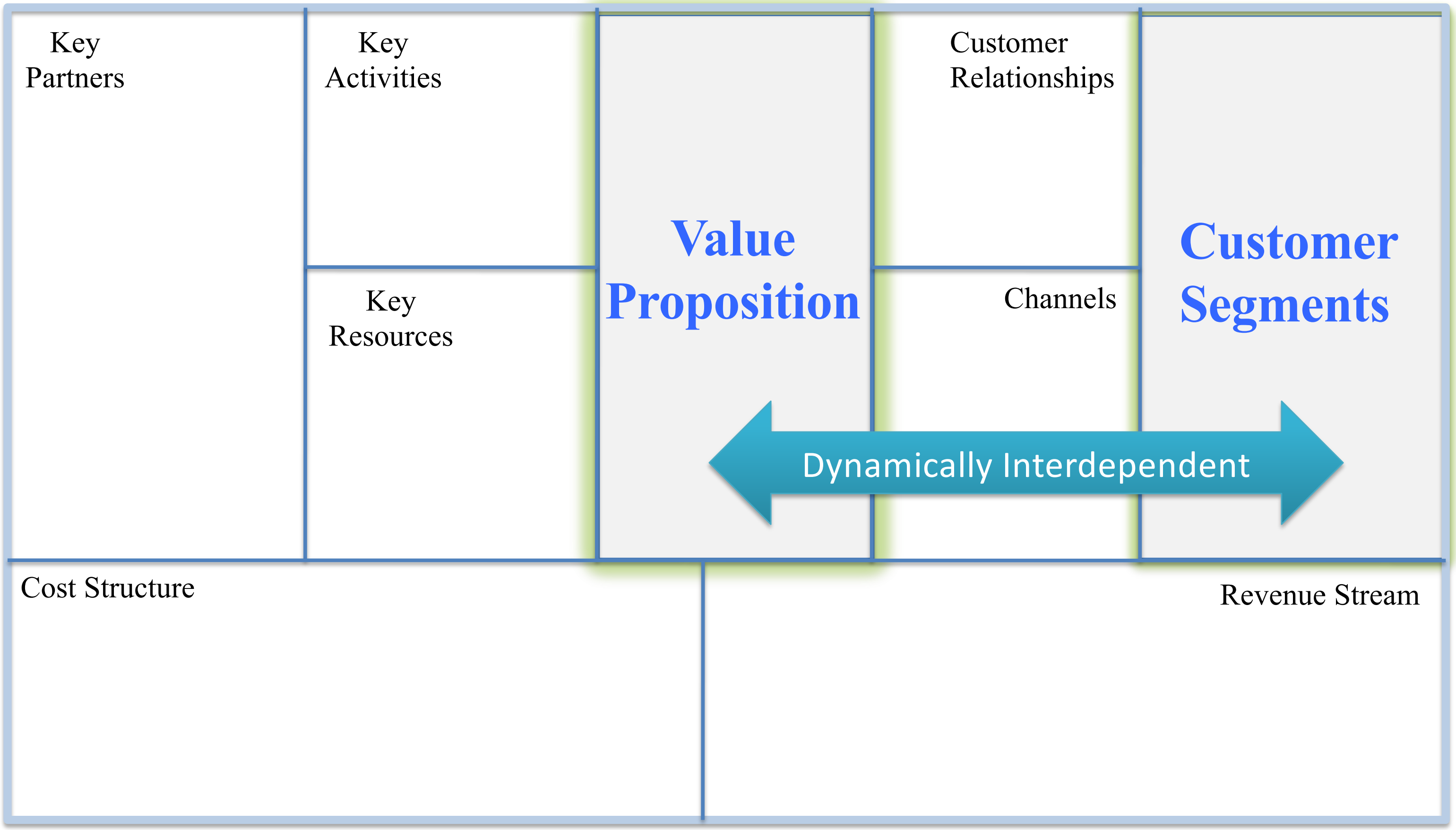
Target Audience

Understanding your ideal customer's desires, needs, and pain points.

Differentiators

What sets you apart from competitors and why customers should choose you.

CRITICAL ISSUE: VALUE PROPOSITION – CUSTOMER FIT



Key Partners

Key Activities

Key Resources

Value Proposition

Customer Relationships

Channels

Customer Segments

Dynamically Interdependent

Cost Structure

Revenue Stream

University Transportation service for students to travel to events safely

Key Activities

Create ecosystem to keep students on website, mobile, or marketing list

Transport students safely, gain a good reputation

Get feedback, improve

Key Partners

Bus companies

Venues

Universities

Key Resources

Website

Employees/legal team

VALUE PROPOSITION

Atmosphere on the bus, reputation

Customer experience

Transportation. (Safe, cheap, convenient) to events

Customer Relationships

Trustworthy, brand worthy

Fun, exciting, good time

Cheap, safe, caring

Channels

Website

Sign-up application

On campus marketing

Social media accounts

Customer Segments

College students (who don't have a ride or want to travel with friends + friends who they travel with

Freshman

Parents looking to keep their kids safe when going to events

Socially responsible students

Cost Structure

Cost more for trips with less people.

Looking for $500 profit after all variable expenses.

Revenue Stream

Money generated from trips. Preferably $500 profit per trip after COGS

Selling booklets in advance for 10 trips that semester.

Antonia Colasante

EXAMPLES

Luxury Resorts

Escape to unparalleled luxury, where every detail is meticulously crafted for your ultimate relaxation and indulgence in an exclusive setting.

Eco-Lodges

Immerse yourself in nature's tranquility, knowing your stay directly supports conservation and empowers local communities through responsible tourism.

EXAMPLES

Adventure Tours

Unleash your inner explorer with adrenaline-pumping expeditions to the world's most remote and breathtaking landscapes.

Cultural Experiences

Journey deep into local traditions, savor authentic cuisine, and connect with the heart of a culture through immersive, hands-on experiences.

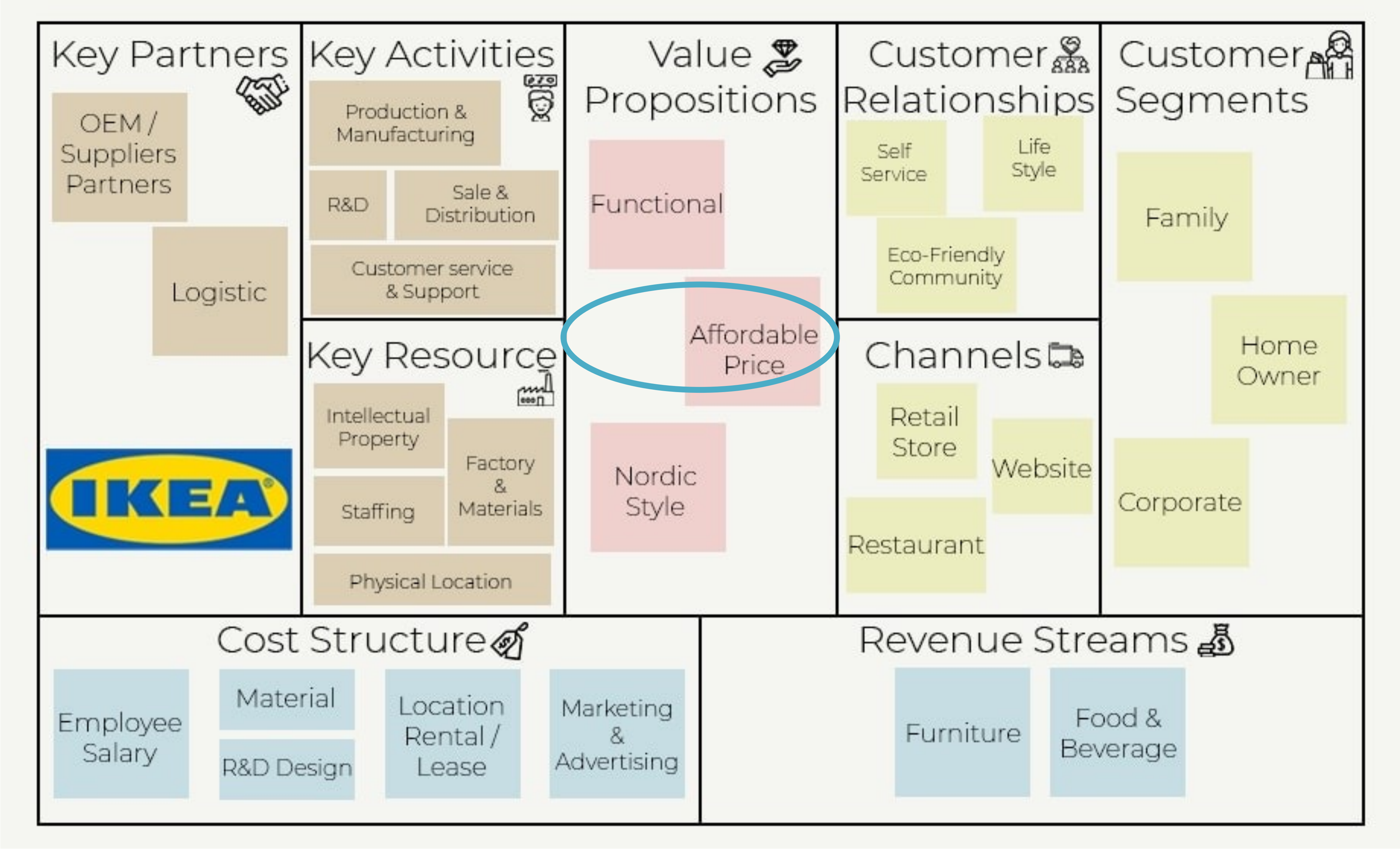
Antonia Colasante

YOUR SHOT

IKEA®

airbnb

Booking.com



Key Partners

- OEM / Suppliers Partners
- Logistic

Key Activities

- Production & Manufacturing
- R&D
- Sale & Distribution
- Customer service & Support

Key Resource

- Intellectual Property
- Staffing
- Factory & Materials
- Physical Location

Value Propositions

- Functional
- Affordable Price
- Nordic Style

Customer Relationships

- Self Service
- Life Style
- Eco-Friendly Community

Channels

- Retail Store
- Website
- Restaurant

Customer Segments

- Family
- Home Owner
- Corporate

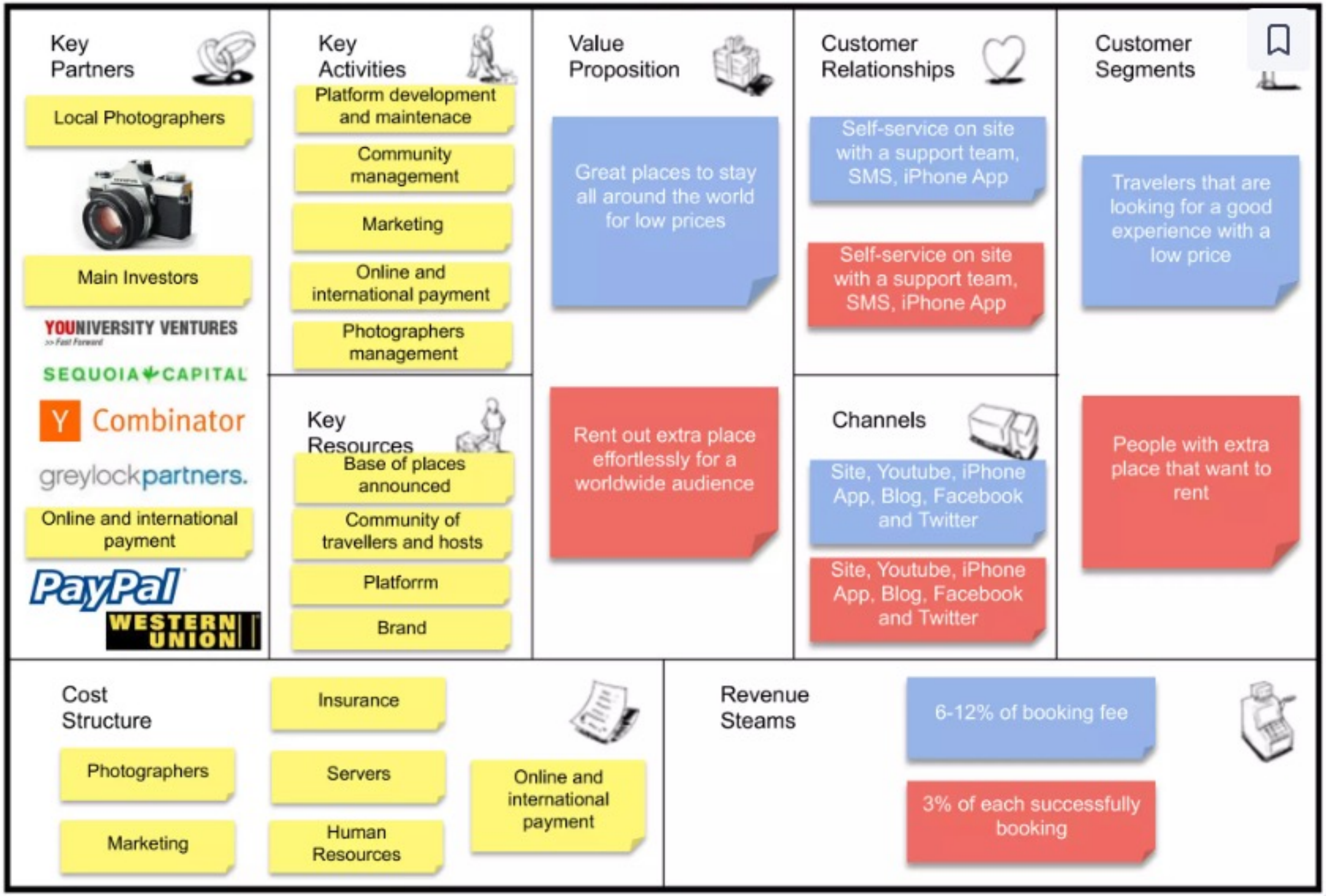
Cost Structure

- Employee Salary
- Material
- R&D Design
- Location Rental / Lease
- Marketing & Advertising

Revenue Streams

- Furniture
- Food & Beverage

airbnb



Key Partners

Local Photographers

Main Investors

Online and international payment

Key Activities

Platform development and maintenace

Community management

Marketing

Online and international payment

Photographers management

Key Resources

Base of places announced

Community of travellers and hosts

Platforrm

Brand

Value Proposition

Great places to stay all around the world for low prices

Rent out extra place effortlessly for a worldwide audience

Customer Relationships

Self-service on site with a support team, SMS, iPhone App

Self-service on site with a support team, SMS, iPhone App

Channels

Site, Youtube, iPhone App, Blog, Facebook and Twitter

Site, Youtube, iPhone App, Blog, Facebook and Twitter

Customer Segments

Travelers that are looking for a good experience with a low price

People with extra place that want to rent

Cost Structure

Insurance

Photographers

Servers

Online and international payment

Marketing

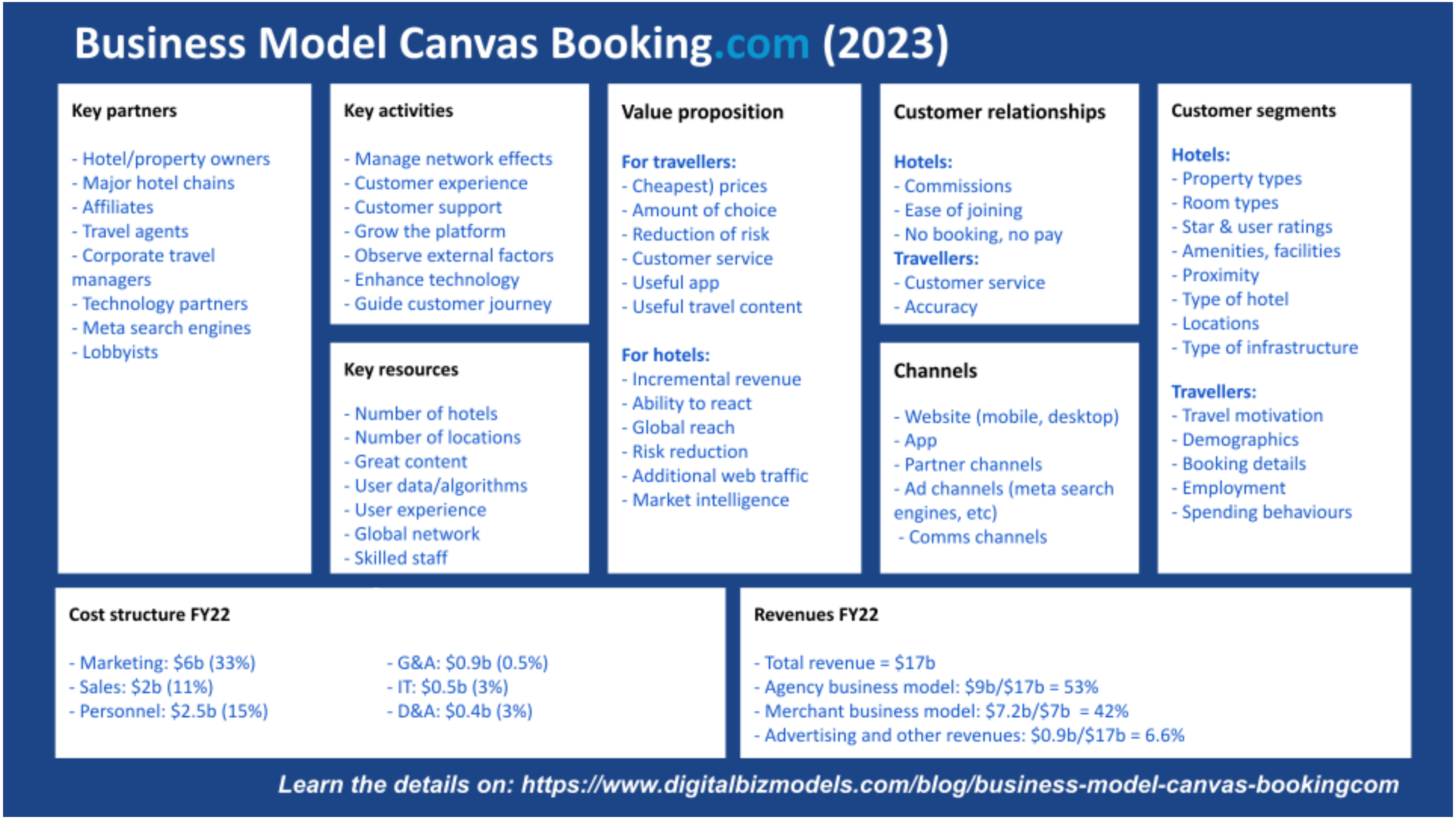
Human Resources

Revenue Steams

6-12% of booking fee

3% of each successfully booking

Antonia Colasante



Business Model Canvas Booking.com (2023)

Key partners

- Hotel/property owners
- Major hotel chains
- Affiliates
- Travel agents
- Corporate travel managers
- Technology partners
- Meta search engines
- Lobbyists

Key activities

- Manage network effects
- Customer experience
- Customer support
- Grow the platform
- Observe external factors
- Enhance technology
- Guide customer journey

Key resources

- Number of hotels
- Number of locations
- Great content
- User data/algorithms
- User experience
- Global network
- Skilled staff

Value proposition

For travellers:
- Cheapest) prices
- Amount of choice
- Reduction of risk
- Customer service
- Useful app
- Useful travel content

For hotels:
- Incremental revenue
- Ability to react
- Global reach
- Risk reduction
- Additional web traffic
- Market intelligence

Customer relationships

Hotels:
- Commissions
- Ease of joining
- No booking, no pay

Travellers:
- Customer service
- Accuracy

Channels

- Website (mobile, desktop)
- App
- Partner channels
- Ad channels (meta search engines, etc)
- Comms channels

Customer segments

Hotels:
- Property types
- Room types
- Star & user ratings
- Amenities, facilities
- Proximity
- Type of hotel
- Locations
- Type of infrastructure

Travellers:
- Travel motivation
- Demographics
- Booking details
- Employment
- Spending behaviours

Cost structure FY22

- Marketing: $6b (33%)
- Sales: $2b (11%)
- Personnel: $2.5b (15%)
- G&A: $0.9b (0.5%)
- IT: $0.5b (3%)
- D&A: $0.4b (3%)

Revenues FY22

- Total revenue = $17b
- Agency business model: $9b/$17b = 53%
- Merchant business model: $7.2b/$7b = 42%
- Advertising and other revenues: $0.9b/$17b = 6.6%

Learn the details on: https://www.digitalbizmodels.com/blog/business-model-canvas-bookingcom

YOUR SHOT (and some fun)

DISASTERTRIP
The Tour Operator of your nightmares

RESTAURANT OUT OF TIME
It's open but it never says when

RESTAURANT
OPEN
12
9
3
6

QUESTIONS FOR YOUR UNIQUE BENEFITS

Pinpoint what truly distinguishes your tourism offering. Clearly articulating your unique benefits is essential for attracting your ideal customers and standing out in the market.

Core Services

What are the fundamental experiences, activities, or accommodations you provide to travelers?

Unique Features

What special elements, characteristics, or proprietary methods differentiate your offerings from competitors?

Emotional Benefits

How do travelers feel as a result of your offering? (e.g., joy, relaxation, adventure, inspiration, connection, fulfillment).

Functional Benefits

What practical advantages, solutions, or efficiencies do you provide? (e.g., convenience, safety, expertise, seamless planning).

Key Benefits
☐ Core Services
☐ Core Services
☑ Unique Features
☐ Emotional Benefits
☑ Functional.
Fill

e.g. VALUE PROPOSITIONS…

DISASTERTRIP

Tired of perfect sunsets and flawless hotels? DisasterTrip takes you to the world's *worst* destinations, something you'll never forget (no matter how hard you try).
It's a challenging tourism!
For those who love adventures and risks.

RESTAURANT OUT OF TIME

A dining experience that defies the concept of time itself. No fixed hours — guests might find the doors open at dawn, midnight, or not at all. The unpredictability becomes the allure: every meal is an accidentally perfect moment.
We turn waiting into wonder, confusion into curiosity, and chaos into culinary art.
For those who believe the best memories can't be scheduled.

CONSUMER BEHAVIOR IN TOURISM: understanding the traveler’s journey

Understanding how travelers make decisions, what influences their choices, and the psychological factors behind their desire to travel.

INFLUENCING FACTORS

- Personal (demographics, lifestyle)
- Social (family, friends, culture)
- Situational (economy, time)
- Online Reviews

PSYCHOLOGICAL MOTIVATIONS

- Escape and Relaxation
- Adventure and Self-Discovery
- Cultural Immersion
- Unique Experiences and Memories

DECISION-MAKING PROCESS

- Need Recognition
- Information Search and Evaluation
- Booking
- Post-Travel Experience

Antonia Colasante

CUSTOMER SEGMENT... PERSONAS

They are fictional characters representing the ideal user of your product/service.

Helpful to understand your users’ needs, experiences, behaviors and goals.

REMINDER: customer needs and behaviors aren’t static!

This might mean adjusting details, adding new pain points, or even introducing new personas as new customer segments arise.

CUSTOMER DISCOVERY PROCESS

Who is your customer?

What do they want?

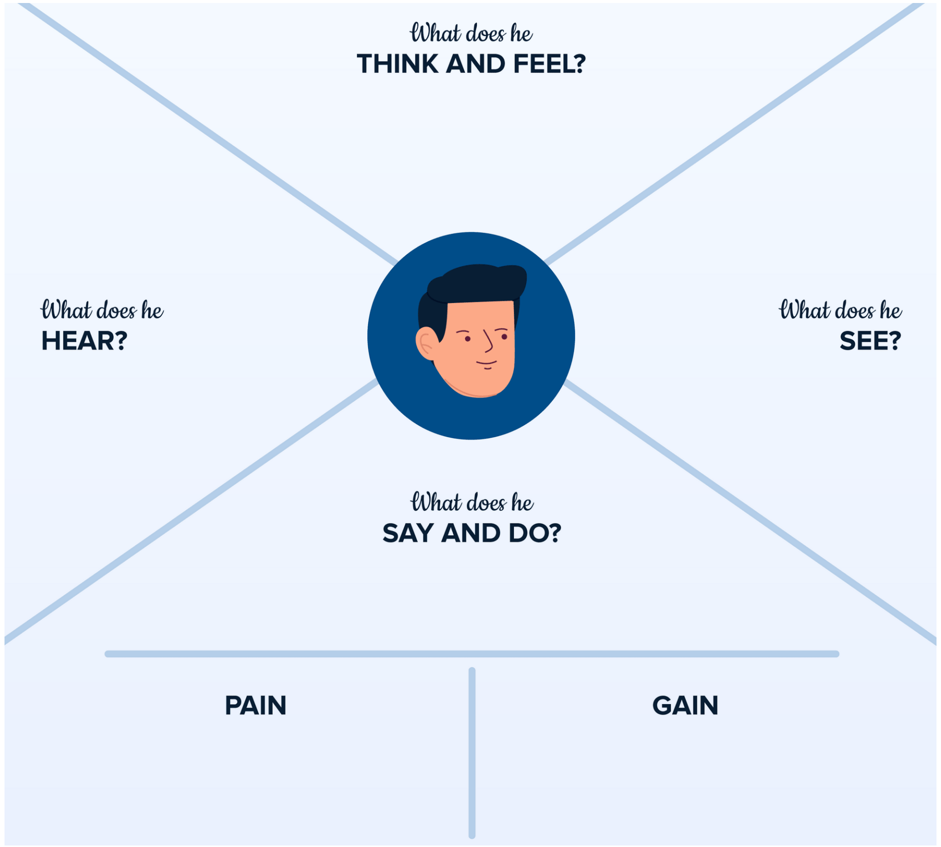
Why do they want it?

How do they want to achieve it?

What stops them from achieving it now?

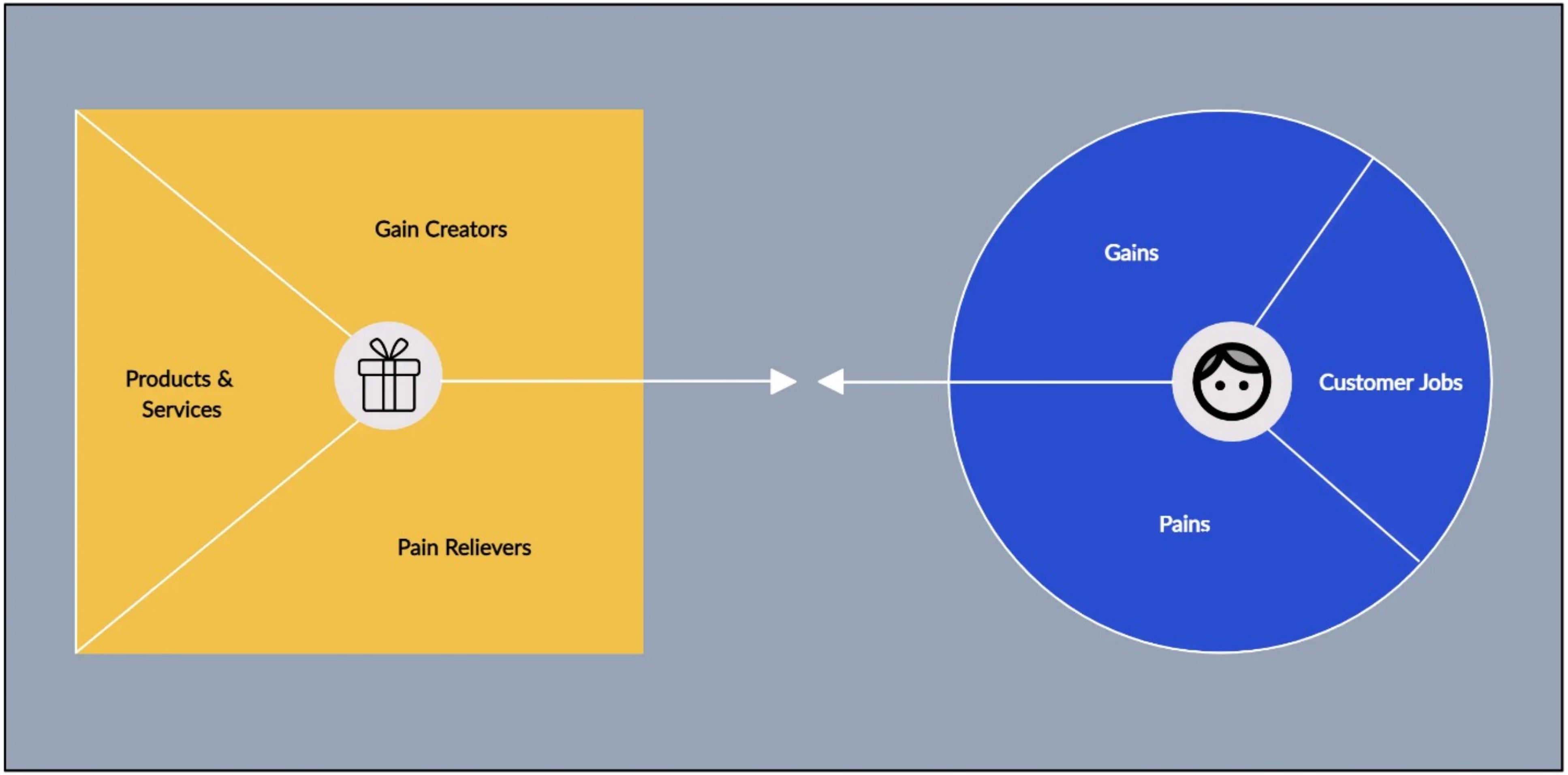
How are they achieving it now?

Does your value proposition match customer segment needs?


What does he
THINK AND FEEL?
What does he
HEAR?
What does he
SEE?
What does he
SAY AND DO?
PAIN
GAIN

EMPATHY MAP

VALUE PROPOSITION CANVAS



Gain Creators
Products & Services
Pain Relievers
Gains
Customer Jobs
Pains

EXPLORE CUSTOMER PAIN

- What does your customer find too costly? (e.g., too much time, too much money, requires substantial effort…)
- What makes your customer feel bad? (e.g., frustrations, annoyances..)
- How are current solutions underperforming for your customer? (e.g., lack of features, performance, malfunctioning, accuracy..)
- What negative social consequences does your customer encounter or fear? (e.g., loss of face, trust, power, status..)
- What’s keeping your customer awake at night? (e.g., big issues, concerns, worries..)
- What common mistakes does your customer make? (e.g., usage mistakes, inappropriate priorities..)
- What barriers are keeping your customers from adopting solutions? (e.g., upfront investment, learning curve, resistance to change..)

EXPLORE CUSTOMER GAINS

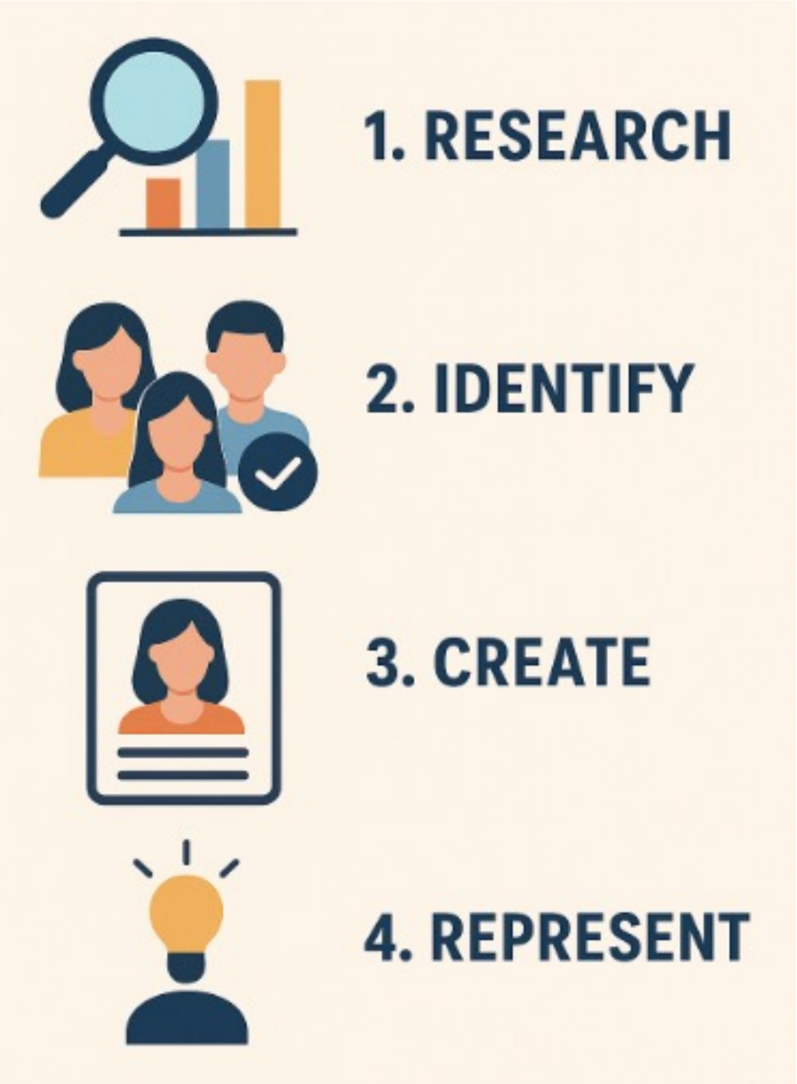
- Which savings would make your customer happy? (e.g., time, money, effort, risk . . .)
- What outcomes does the customer expect and what would go beyond expectations? (e.g., quality level, more or less or something..)
- How do current solutions delight your customer? (e.g., specific features, performance, quality…)
- How would you make your customer’s job or life easier? (e.g., flatter learning curve, more services, lower cost of ownership..)
- What positive social consequences does your customer desire? (e.g., makes them look good, increase in power or status..)
- What are customers looking for? (e.g., good design, guarantees, specific or more features..)
- What do customers dream about? (e.g., big achievements, big reliefs…)
- What would increase the likelihood of adopting a solution? (e.g., lower cost, less investment, lower risk, better quality…)

THE PROCESS

No more than 5 personas per product or service. You also might consider primary vs. secondary personas.

For example, an academic library could have:

- **Primary personas:** instructor, student, researcher
- **Secondary personas:** employee, donor


1. RESEARCH
2. IDENTIFY
3. CREATE
4. REPRESENT

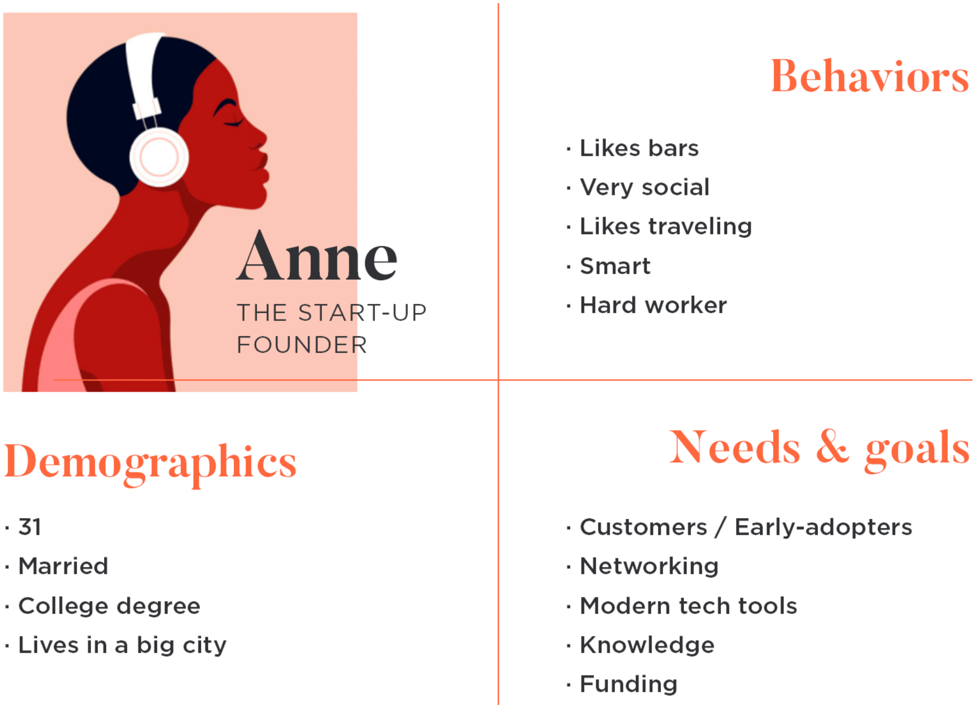
Antonia Colasante

RESEARCH-BASED PERSONAS

It is essential to gather enough qualitative and quantitative data that you can use while creating your Personas.

- **Interviews**: Talk to the users face to face, asking questions to better understand their behavior, habits, background, needs and problems.
- **Surveys:** Help to collect both qualitative and quantitative insights. Great for collecting a large amount of data, due to their easy distribution.
- **Focus groups:** Gather a small group of users (4-8 people) and encourage a discussion about your product/service. Take notes in the process.
- **Observations**: (a.k.a Ethnographic studies) observing customers in their natural environment to reveal habits and behavioral patterns.
- **Diary studies:** Ask customers to keep a diary of their interactions with a product/service over a certain period. This provides insights into long-term user behavior and patterns.
- **Usability tests:** give participants tasks to complete with your product and watch them do it (prototype!)

Examples PERSONAS



Anne

THE START-UP FOUNDER

Behaviors

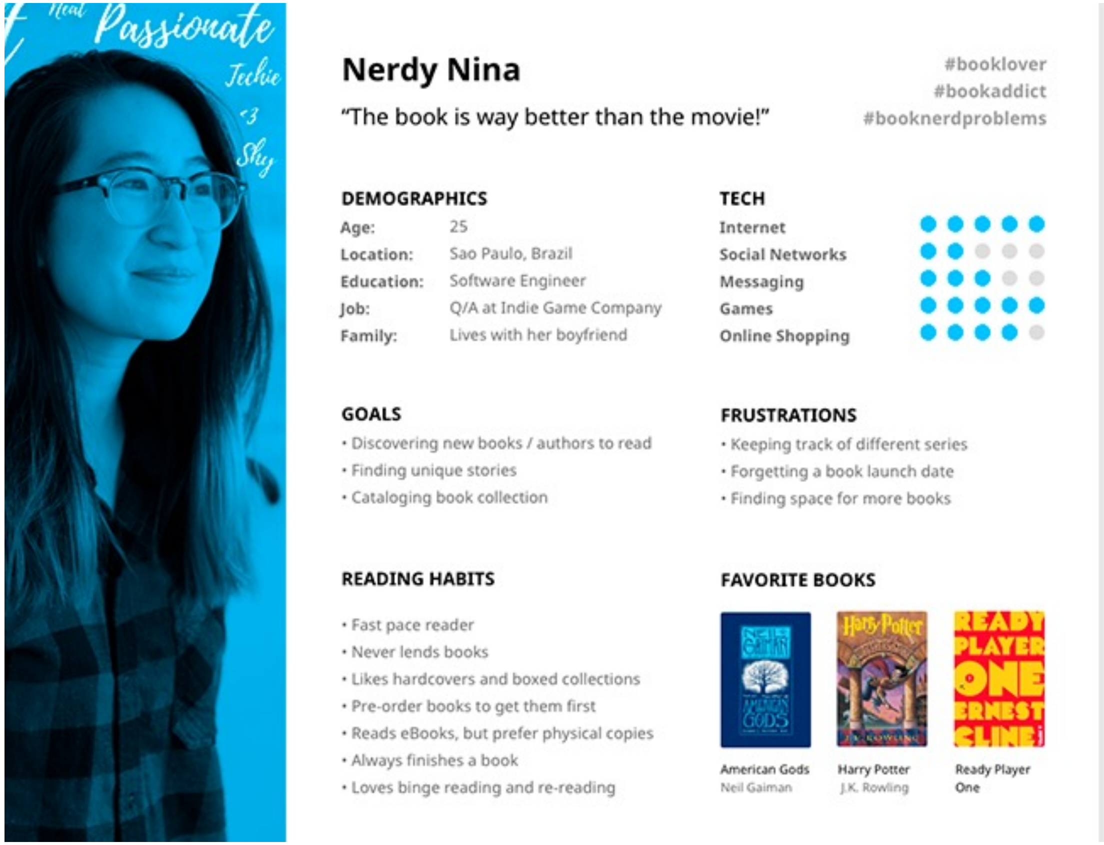
- Likes bars
- Very social
- Likes traveling
- Smart
- Hard worker

Demographics

- 31
- Married
- College degree
- Lives in a big city

Needs & goals

- Customers / Early-adopters
- Networking
- Modern tech tools
- Knowledge
- Funding


Neat
Passionate
Techie
<3
Shy

Nerdy Nina

#booklover
#bookaddict
#booknerdproblems

"The book is way better than the movie!"

DEMOGRAPHICS

Age: 25
Location: Sao Paulo, Brazil
Education: Software Engineer
Job: Q/A at Indie Game Company
Family: Lives with her boyfriend

TECH

Internet	● ● ● ● ●
Social Networks	● ● ○ ○ ○
Messaging	● ● ● ○ ○
Games	● ● ● ● ●
Online Shopping	● ● ● ● ○

GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS

American Gods
Neil Gaiman

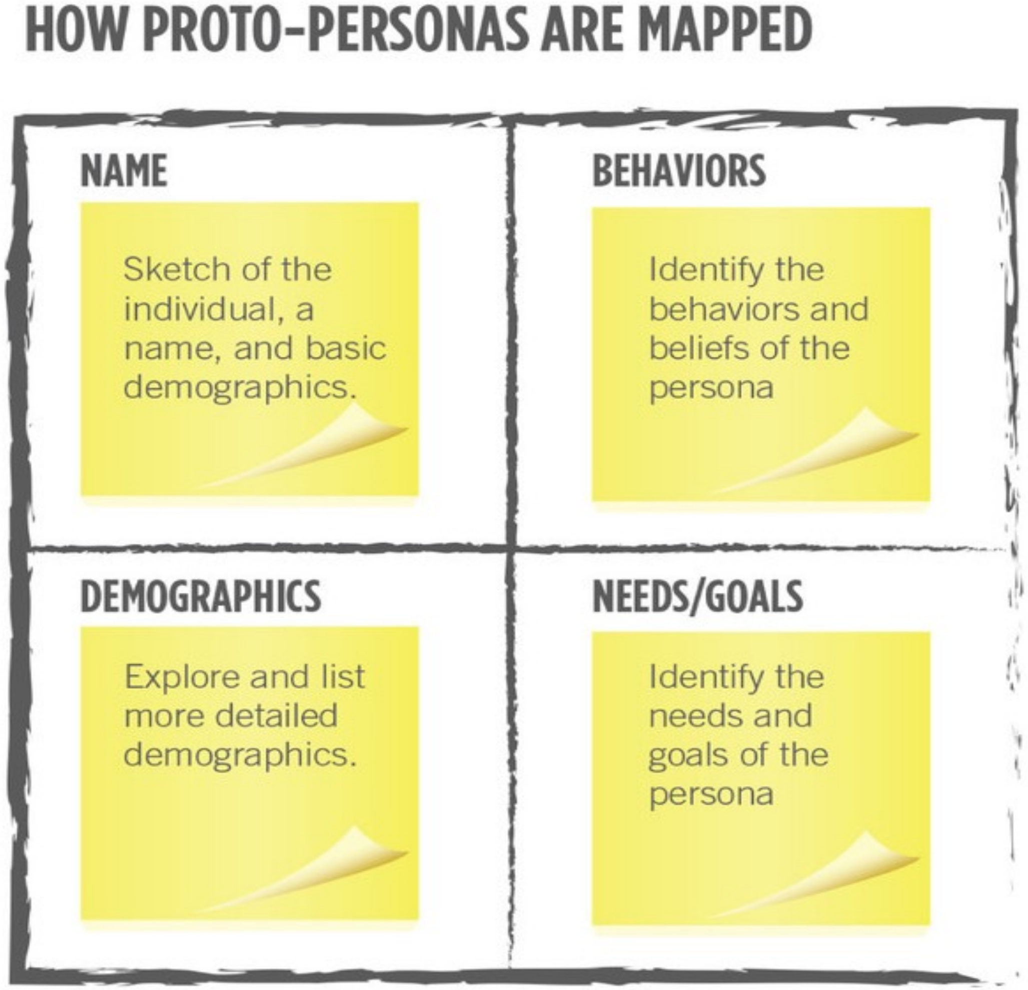
Harry Potter
J.K. Rowling

Ready Player One

Antonia Colasante

PROTO-PERSONAS

You can start with **Assumption-based personas**, based on existing knowledge and assumptions about your audience. They are quick, easy, and imperfect. Their main goal is to get a team on the same page about their customers.



HOW PROTO-PERSONAS ARE MAPPED

NAME

Sketch of the individual, a name, and basic demographics.

BEHAVIORS

Identify the behaviors and beliefs of the persona

DEMOGRAPHICS

Explore and list more detailed demographics.

NEEDS/GOALS

Identify the needs and goals of the persona

Antonia Colasante

Emily Palmerstone

Persona Identity

: 29 y.o.
: Marketing Manager
: Larana International

Background

: Single
: Upper-middle class
: Laptop

Tech Behaviour

Online Shopping	▮▮▯▯▯
Social Media	▮▮▮▮▯
Early Adopter	▮▮▮▯▯

Behavior & Preferences

Reviews: Trustpilot, Google Reviews

Inspiration: Instagram, nature documentaries

Goals & Motivation

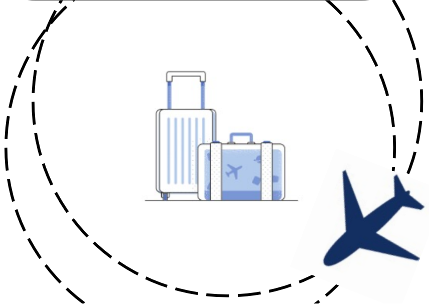
- Experience unique cultures and natural wonders responsibly.
- Minimize her environmental footprint while traveling.
- Find authentic, off-the-beaten-path adventures that support local economies.
- Connect with local communities and learn about their traditions.
- Discover trustworthy tour operators committed to genuine sustainability.

Pain Points (Problem)

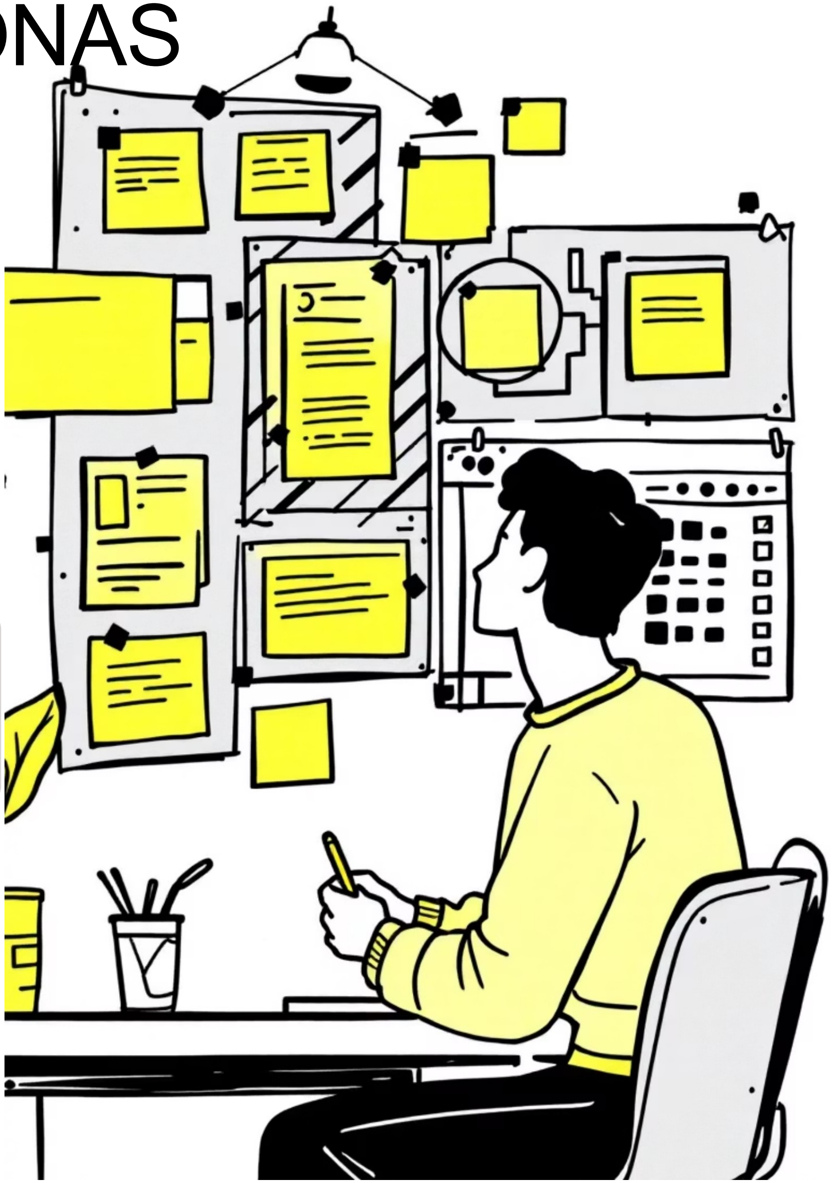
- Difficulty verifying sustainable claims of tour operators (fear of "greenwashing").
- Time-consuming research to find reputable, eco-friendly options.
- Lack of transparency regarding how tour fees are allocated.
- Worry about inadvertently contributing to over-tourism or exploitation.
- Overwhelmed by too many options without clear indicators of ethical practices.

- **Values:** Eco tourism, environmental conservation, ethical consumption, cultural immersion,
- **Interests:** Hiking, nature photography, plant-based cooking, reading non-fiction, exploring local markets, learning new languages.
- **Personality:** Conscientious, adventurous, organized, curious, socially aware, digitally savvy.

"I want to explore the world and have amazing adventures, but not at the expense of the planet or local people."



QUESTIONS FOR PROTO PERSONAS



Demographics

Consider age, income level, occupation, geographic location, and family status. Who are they?

Psychographics

Describe their personality, values, interests, lifestyle, and attitudes towards travel. What drives them?

Travel Motivations

What are their primary reasons for traveling? (e.g., relaxation, adventure, cultural immersion, business, family time).

Pain Points

What challenges or frustrations do they encounter during travel planning or the actual trip? (e.g., overwhelming options, budget limits, language barriers).

Define Your Ideal Traveler

Use this template to create a detailed profile of your target customer. Filling out these sections will help you empathize with their needs and tailor your tourism offerings effectively. Think of this as a living document that evolves as you learn more about your audience.

Persona Name: [e.g., Adventurous Alex, Relaxed Rachel]

Give your persona a name to make them feel real and relatable.

Demographics

- **Age:** [e.g., 25-34, 45-60]
- **Occupation:** [e.g., Software Engineer, Retired Couple, Student]
- **Location:** [e.g., Major City, Countryside, International]
- **Income/Budget:** [e.g., Budget-conscious, Mid-range, Luxury]
- **Relationship Status:** [e.g., Single, Married with young children, Empty-nester]

Psychographics

- **Values:** [e.g., Sustainability, Cultural Immersion, Family Time, Status]
- **Interests:** [e.g., Hiking, Food & Wine, History, Nightlife, Wellness]
- **Personality:** [e.g., Spontaneous, Organized, Introverted, Social]

> "[Insert a representative quote here that captures their core travel philosophy or desire. For example: 'I want to truly disconnect and find peace in nature.']"

Travel Motivations

- [e.g., Seeking relaxation and rejuvenation away from daily stress]
- [e.g., Desiring adventure and unique, off-the-beaten-path experiences]
- [e.g., Wanting to explore new cultures and learn local traditions]
- [e.g., Planning family-friendly trips that cater to all ages]
- [e.g., Attending business conferences or combining work with leisure]

Pain Points

- [e.g., Difficulty finding authentic experiences without tourist traps]
- [e.g., Overwhelmed by too many options and complex planning]
- [e.g., Worried about safety or language barriers in foreign countries]
- [e.g., Frustrated by hidden costs or inflexible booking policies]
- [e.g., Concerned about the environmental impact of their travel choices]

Preferred Channels

- **Research & Booking:** [e.g., Travel blogs, Instagram, TripAdvisor, direct operator websites, travel agents]
- **Reviews:** [e.g., Google Reviews, Yelp, niche travel forums]
- **Inspiration:** [e.g., Pinterest, YouTube travel vlogs, friends' recommendations, magazines]

Antonia Colasante

DFM
Yuck!
DISGUSTING
FOOD MUSEUM
Malmö
Buy tickets
Open a DFM
Gift cards
Merch
Foundation
Work here!
DFM
Usch!
SWE
DISGUSTING
FOOD MUSEUM

DISGUSTING FOOD MUSEUM MALMÖ

Ticket: 20 euros

https://disgustingfoodmuseum.com

Case Study #1: Azure Luxury Resort

5-STAR HOTEL

Business Overview

Location:
Mediterranean coastline, Italy

Capacity:
120 rooms, 3 restaurants, spa

Current Occupancy:
68% (below 5-star average of 75%)

Avg. Stay:
2.3 nights (declining)

Business Challenges

- Declining repeat guests (-22% YoY)
- Generic luxury offerings vs competitors
- Poor online reviews (3.8/5) citing "impersonal service"
- 45% of bookings through OTAs (high commission)

STEPS TO BE DONE

1. DEFINE THE VP differentiating from competitors
2. UNDERSTAND CUSTOMERS - DESIGN THINKING
    - **Empathize** (research phase) – Personas
    - **Define** needs and jobs to be done
    - **Ideate** solutions
    - **Prototype** pilot programmes
    - **Test** results (ROI)

Antonia Colasante

Tourism marketing

1.CAMPAIGN STRATEGY

Formulate an effective marketing strategy by defining objectives, unique value proposition, key messages, and communication channels.

→ **CREATE YOUR UNIQUE VALUE PROPOSITION (UVP)**

Identify what makes your product/destination uniquely attractive (e.g., experiences, culture, sustainability, service).

→ **DEVELOP KEY MESSAGES**

Craft engaging and consistent messages that resonate with the target audience.

Made with GAMMA

The Design Thinking Process

Empathize

Define

Ideate

Prototype

Test

🏨 Our Challenge:

How might we create deeply personalized luxury experiences that drive emotional connection and repeat visits?

Phase 1: Empathize

RESEARCH

Research Methods:

- 60+ guest interviews (current and former)
- Staff shadow sessions (front desk, concierge, housekeeping)
- Guest journey mapping across all touchpoints
- Competitor mystery shopping (5 luxury resorts)
- Online review analysis (1,200+ reviews)

Phase 2: Define

VALUE PROPOSITION

Problem Statement:

Luxury travelers seek deeply personalized experiences that recognize their preferences and create emotional connections, not just transactional hotel stays.

Azure Resort Value Proposition

🎯

Hyper-Personalized

AI guest profiles remember preferences across visits

🌟

Curated Local

Exclusive experiences with local artisans and guides

🤝

Anticipatory Service

Staff empowered to surprise and delight proactively

Building Personas

CRITICAL STEP

👨‍💼

Marco The Achiever

Age: 42 | **Income:** 180K | **CEO**

Goals: Recharge, exclusive experiences, status recognition

Pain Points: Generic service, lack of privacy, time wasters

Values: Excellence, discretion, efficiency, authenticity

Stays: 4-5 nights, 800+/night, suite preference

👩‍❤️‍👨

Elena and David Celebrators

Age: 35 | **Income:** 120K | **Anniversary**

Goals: Romantic moments, memorable experiences, perfect photos

Pain Points: Crowded spaces, inflexible schedules, tourist traps

Values: Romance, personalization, Instagram-worthy, surprise

Stays: 3 nights, 450/night, special packages

Customer Profile

Jobs to be Done:
Recharge from work stress, experience exclusivity, maintain status

Pains:
Generic service, lack of privacy, repeating preferences, tourist crowds

Gains:
Recognition, authentic experiences, efficiency, discretion

Value Map

Products and Services:
AI preference system, private local experiences, dedicated concierge

Pain Relievers:
Automatic preference recall, VIP privacy zones, no-repeat interactions

Gain Creators:
Exclusive artisan access, proactive surprises, seamless efficiency

Antonia Colasante

Phase 3: Ideate

Ideation Techniques:

Brainstorming Sessions
Cross-functional team workshops

Persona Journey Mapping
How might Marco and Elena exercises

Top Solutions Generated:

1. **Guest Memory System:** AI-powered preference tracking across all stays
2. **Curated Local Immersion:** Private experiences with artisans, vintners, chefs
3. **Personal Concierge App:** Pre-arrival customization and real-time requests
4. **Surprise and Delight Budget:** Staff empowered for spontaneous gestures

🔨 Phase 4: Prototype

Prototype Development:

📱 **Mobile App Prototype**

🗺️ **Guest Journey Maps**

👥 **Staff Training Materials**

Key Features Tested:

- Digital preference profile (pre-arrival)
- Local experience booking portal
- Staff training on anticipatory service
- Real-time concierge messaging
- Surprise and delight protocols
- Guest preference dashboard

Pilot Program: 30-day test with 50 returning guests

Phase 5: Test

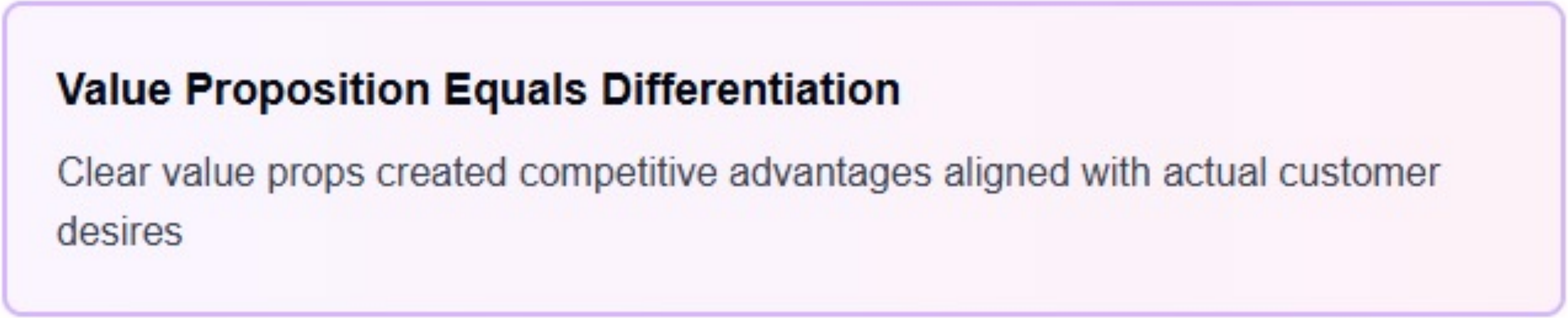
Testing Results:

- 94% appreciated personal recognition
- 88% booked local experiences
- App simplified from 12 to 5 features
- Added privacy controls for Marco persona

Business Impact (6 months)

+47%	4.7/5	+63%	3.8
Direct bookings	Guest satisfaction	Repeat guests	Avg nights per stay

KEY TAKEAWAYS



Value Proposition Equals Differentiation

Clear value props created competitive advantages aligned with actual customer desires

Personas Drive Precision

Understanding Marco vs Elena enabled targeted solutions that resonated deeply with each segment

Antonia Colasante

2. RESEARCH AND TARGET AUDIENCE

Thoroughly understand your tourism product or destination and identify the ideal customer

Product & Destination

- Unique selling points
- Competitive analysis
- Market positioning

Traveler Profile

- Behaviors & motivations
- Demographics & psychographics
- Ideal customer identification

Strategic Alignment

- Justify audience selection
- Optimal compatibility

Made with GAMMA

3. MESSAGING

Define Campaign Objectives

Set clear, measurable goals for the campaign (e.g., increase traffic, leads, or bookings).

Select Marketing Channels

Choose effective platforms to reach target travelers (e.g., social media, email, SEO, PR).

Made with GAMMA

THE UNIQUE CHALLENGES OF TOURISM PROMOTION

Intangibility
Experiences, not goods.

Perishability
Unused capacity = lost revenue.

High Involvement
Significant investment of time and money.

Seasonality
Fluctuating seasonal demand.

Intense Competition
Strong global competition.

FUNCTIONS

- Defines and communicates mission, culture, and values
- Supports decision-making and productive processes
- Improves quality of products and services
- Enhances visibility of activities, policies, and changes

Antonia Colasante

RELEVANCE

- Connects the organization with its environment
- Strengthens both internal cohesion and external reputation

OVERVIEW OF KEY PROMOTION TOOLS

Let's explore the essential tools for promoting tourist destinations and experiences, maximizing visibility and engagement.

ADVERTISING

- Paid ads: online, print, TV, radio
- Reach a wide audience, build brand awareness
- Ideal for launches and major campaigns

PUBLIC RELATIONS

- Build a positive image through media and influencers
- Establish credibility and manage reputation
- Gain consumer trust

DIGITAL MARKETING

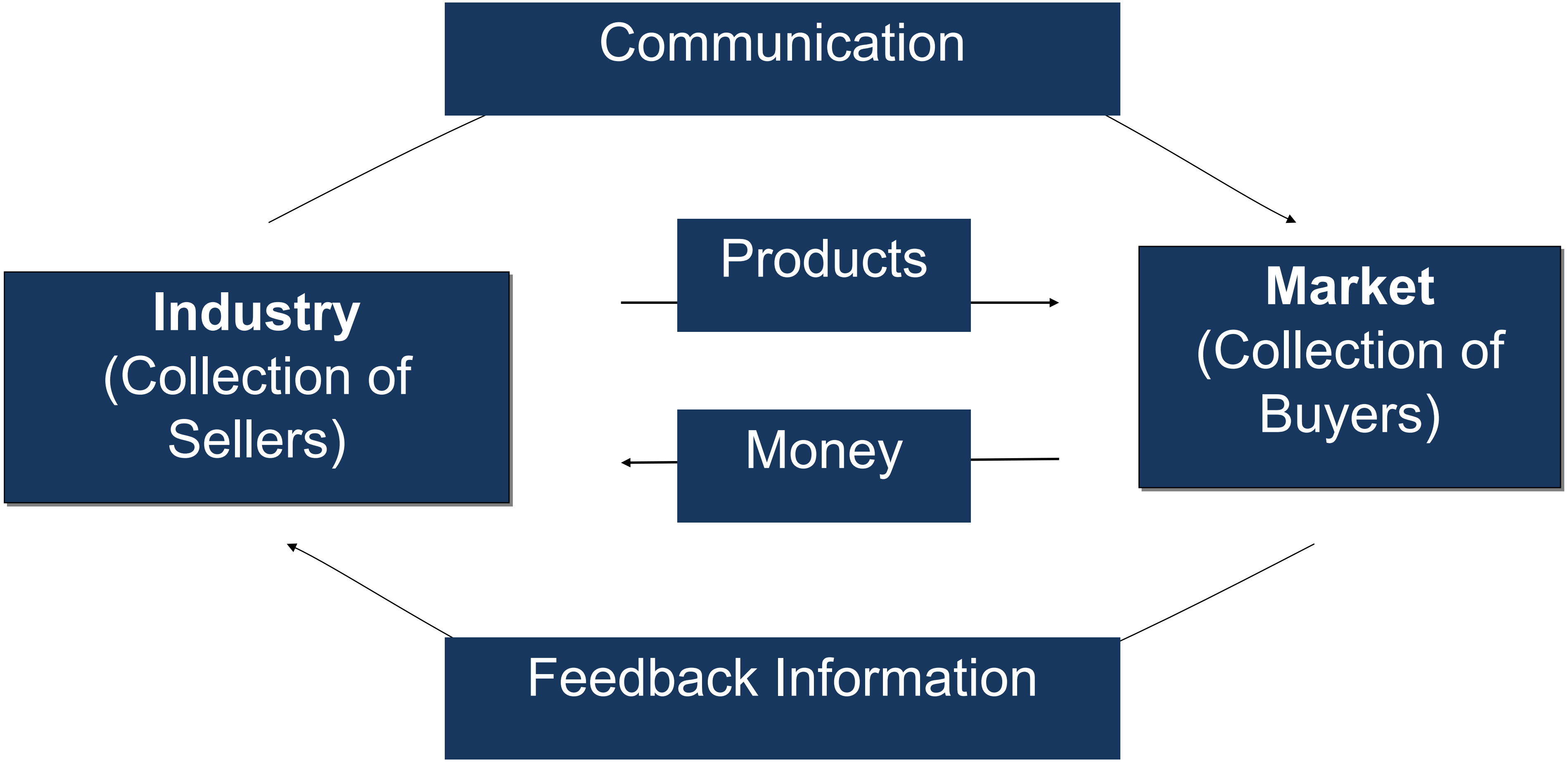
- Includes SEO, social media, content, and email marketing
- Reach specific audiences, generate engagement
- Encourage direct bookings, gather data

SALES PROMOTION

- Short-term offers: discounts, packages, contests
- Stimulate immediate sales
- Encourage quick or repeat bookings

Antonia Colasante

A SIMPLE MARKETING SYSTEM



Communication

Industry
(Collection of Sellers)

Products

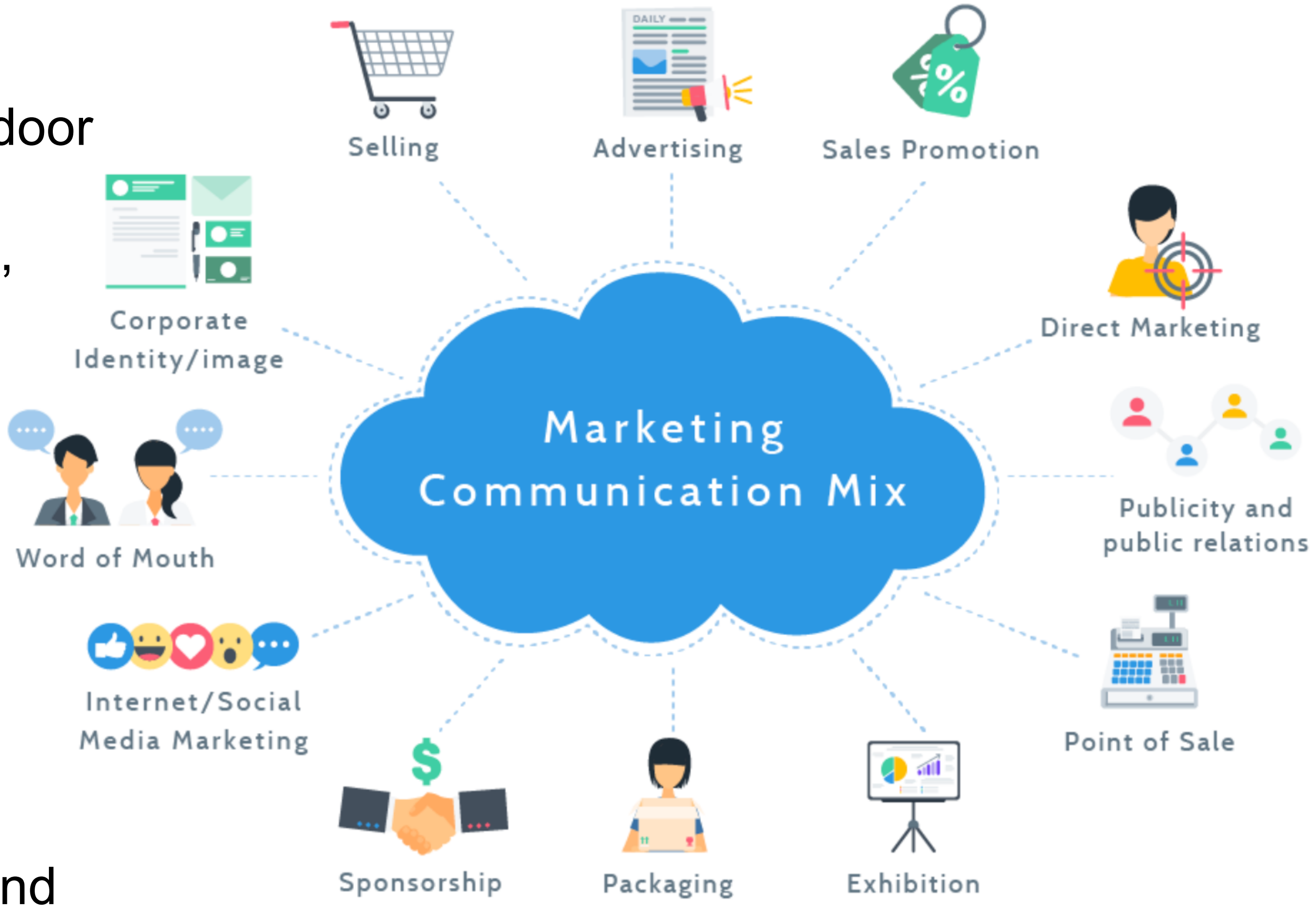
Money

Market
(Collection of Buyers)

Feedback Information

PROMOTION MIX

1. **ADVERTISING**
   Broadcast, print, internet, outdoor
2. **PUBLIC RELATIONS**
   Press releases, sponsorships, special events, web pages
3. **PERSONAL SELLING**
   Sales presentations, trade shows, incentive programs
4. **SALES PROMOTION**
   Discounts, coupons, display, demonstrations
5. **DIRECT-MARKETING & DIGITAL-MARKETING**
   Direct mail, catalogs, online and social media, mobile marketing


Marketing Communication Mix
Selling
Advertising
Sales Promotion
Direct Marketing
Publicity and public relations
Point of Sale
Exhibition
Packaging
Sponsorship
Internet/Social Media Marketing
Word of Mouth
Corporate Identity/image

Antonia Colasante

THE COMPLETE PROMOTION TOOLKIT

- → **Advertising**
  Paid media for broad reach.
- → **Sales Promotion**
  Offers to drive immediate bookings.
- → **Direct Marketing**
  Personalized communications with the customer.
- → **Public Relations**
  Earned media to build credibility.
- → **Personal Selling**
  Direct interaction and consultation.
- → **Digital & Social Media**
  Content to inspire the desire to travel.

Integration is Key: Combine tools for consistent and engaging messages.

Antonia Colasante

THE MESSAGE (What We Communicate)

Azure Resort Core Message: *your business core message.* Focus on the customer benefit, not your features. Make it emotional, not just functional. Make it memorable and distinctive

Three Message Pillars: Define THREE key elements that support your core message. Each pillar should answer: "What specific value do we deliver?"

Target Emotions: Identify some emotions you want customers to FEEL when they experience your message.

Channels: the most appropriate channels for EACH persona.

THE MESSAGE (What We Communicate)

Azure Resort Core Message: *"We remember you. Every preference, every detail, every visit. Experience luxury that knows you personally."*

Three Message Pillars:

- 🎯 **Hyper-Personalized** - We know your preferences
- 🌟 **Curated Local** - Authentic exclusive experiences
- 🤝 **Anticipatory Service** - We surprise and delight

Target Emotions:

- Feeling recognized and valued
- Sense of belonging and exclusivity
- Confidence in service excellence
- Excitement for unique experiences

MESSAGE FIRST, STRATEGY SECOND!

Selected Channels (Choose 4-5):
☐ Social Media (which platforms?: _________)
☐ Email Marketing ☐ Content Marketing (blog, videos, podcasts)
☐ Traditional Media (print, radio, TV)
☐ Partnerships/Collaborations (with whom?: _________)
☐ Events (what type?: _________)
☐ Direct Mail
☐ SEO/Website
☐ Influencer Marketing
☐ Other: __________________

Antonia Colasante

COMMON MISTAKES TO AVOID

❌ **Starting with tactics**

"Let's do a TikTok campaign!" (Why? For whom? With what message?)

❌ **Channel-first thinking**

"Everyone is on Instagram so we should be too"

❌ **Inconsistent messaging**

Different messages for different channels confuses customers

❌ **Ignoring persona preferences**

- Your CEO persona probably isn't on TikTok
- Your Gen Z persona probably isn't reading print newspapers

❌ **Copying competitors**

Just because they use certain channels doesn't mean you should

Every Brand Has a Message to Share

Once you've defined your value proposition and crafted your message, you face a critical question: "How do we get this message to our customers?" Your message needs distribution.

In today's world, digital channels are essential. Social media is where conversations happen. The internet is where customers search and discover. Digital platforms are where relationships are built.

Antonia Colasante

ONE MESSAGE, TWO PATHS FORWARD

You've done the foundational work: defined your value proposition, created your personas, and crafted your core message. Now you must distribute it digitally. But here's where it gets interesting, most brands face a critical fork in the road

Digital Marketing

The **HOW**: Channels, tactics, and execution strategies that deliver your message

Brand Storytelling

The **WHAT**: Narrative, values, and emotional connections that define your message

which path do you take? or do you need both?
understanding this choice determines your marketing success.

UNDERSTANDING THE RELATIONSHIP

In today's marketing landscape, DIGITAL MARKETING and BRAND STORYTELLING are often discussed as separate concepts. However, understanding their relationship is crucial for creating effective strategies that drive both immediate results and long-term brand equity.

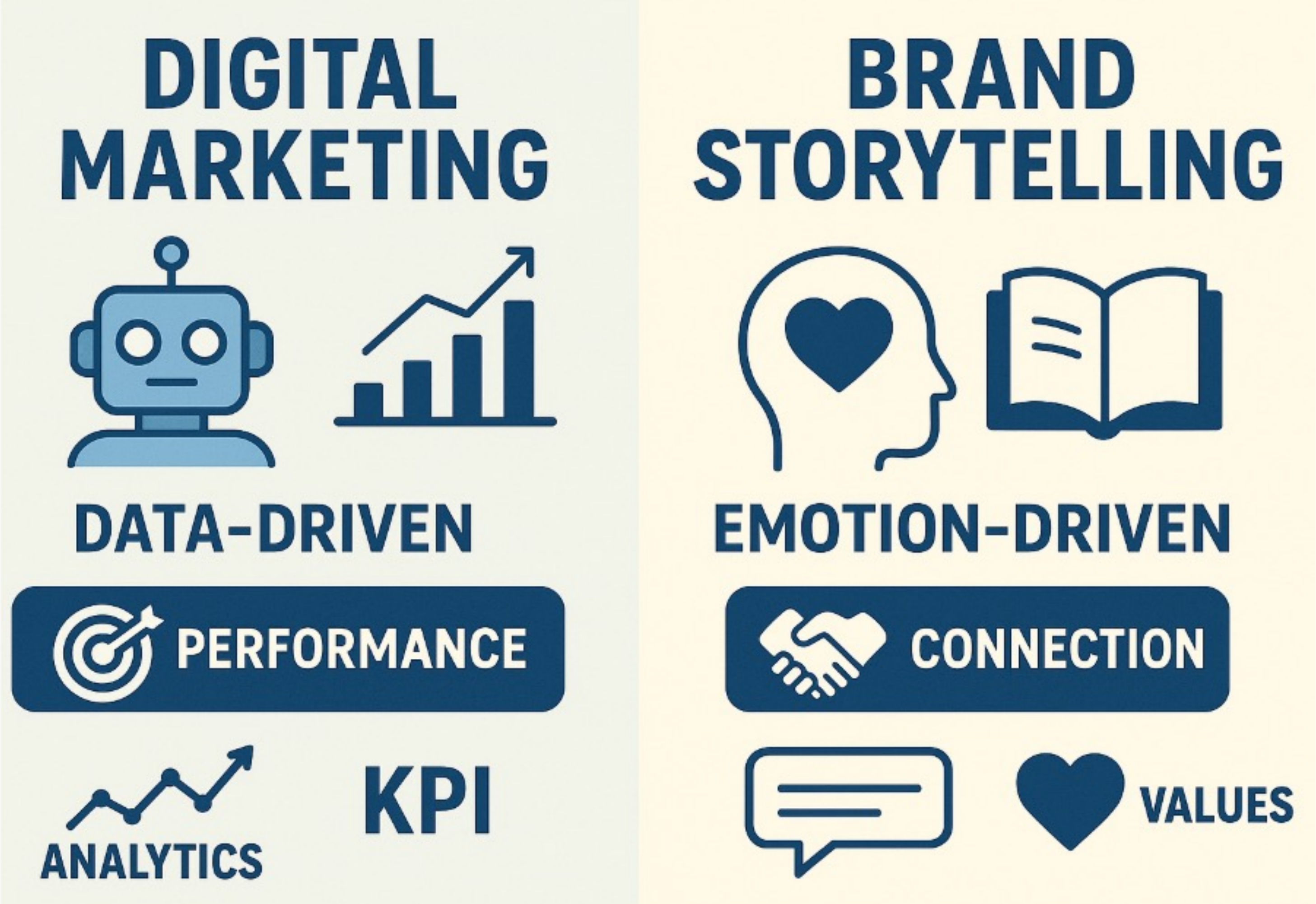
Are they competitors or companions?

BRAND STORYTELLING + DIGITAL MARKETING

They are connected but pursue different goals!

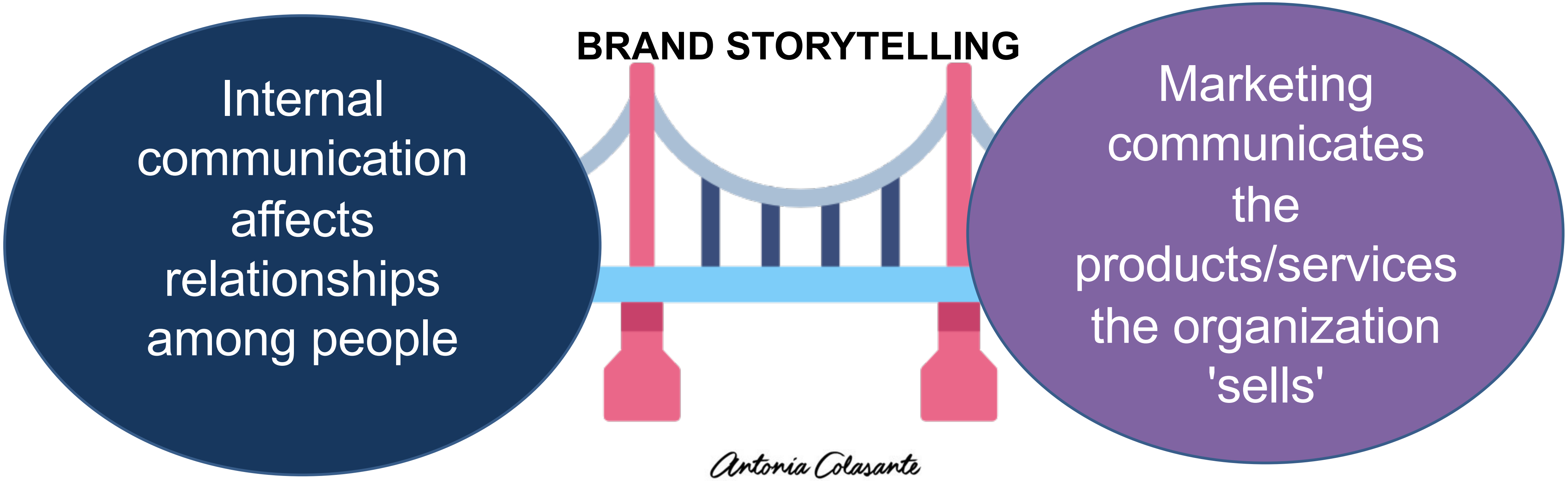
DM → “**Drive sales & ROI**”

BS →“**Engage & share**”


DIGITAL MARKETING
DATA-DRIVEN
PERFORMANCE
ANALYTICS
KPI
BRAND STORYTELLING
EMOTION-DRIVEN
CONNECTION
VALUES

BRAND STORYTELLING IS A CONNECTOR

Organizational context and culture deeply influence the process of building meaning



BRAND STORYTELLING

Internal communication affects relationships among people

Marketing communicates the products/services the organization 'sells'

Antonia Colasante

WHAT IS BRAND STORYTELLING?

Brand storytelling is the art of using narrative techniques to connect a “brand” to users, communicating 'what truly matters’ (values, purpose, and identity) to create emotional bond with audiences.

'What truly matters’ is the essence of the brand, not the product it sells, but the reason why it exists.

Antonia Colasante

THE POWER OF BRAND STORYTELLING

Why Stories Resonate

- Narratives are more memorable than facts.
- Sell experiences, not just destinations.
- Create emotional connections.
- Inspire and motivate travelers.

HOW IT WORKS

Emotion-Driven

Creates feelings and builds lasting relationships

Message-Focused

Purpose, values, and "why we exist"

Connection-Oriented

Trust, loyalty, and community building

Antonia Colasante

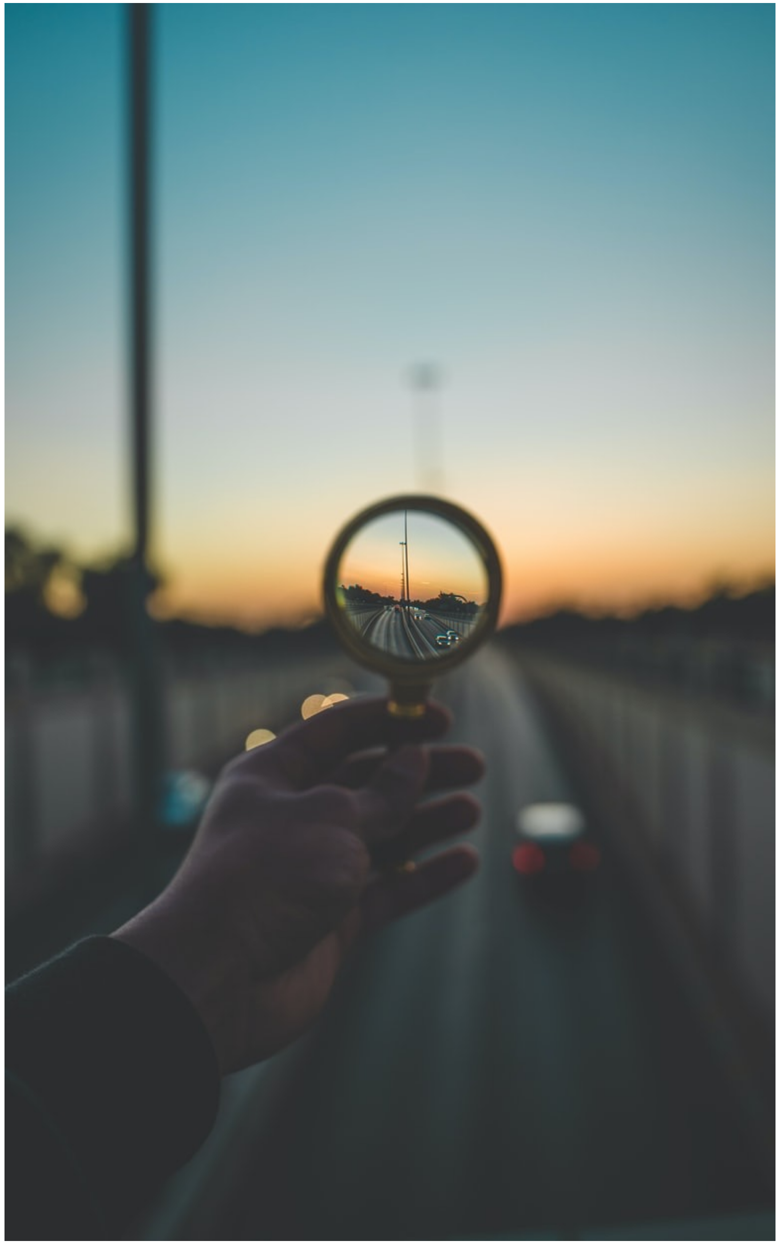
BRAND STORYTELLING: OBJECTIVES

1. Create memorable and engaging relational communication

2. Ensure a coherent narrative

3. Build trust at all levels of stakeholders

Antonia Colasante



BRAND STORYTELLING ROI

"People don't buy products. They buy stories, emotions, and identity."

Significant Objects is an experiment created by Rob Walker and Joshua Glenn. In the 2009 they bought 100 ordinary secondhand items—such as cups, figurines, or keychains spending only about **$1.25 per item on average**.

Then, they asked writers to invent short fictional stories giving each object a unique emotional or historical backstory. These objects, along with their invented stories, were sold on eBay. In total, they earned about **$3,612**.

The project demonstrated that **narrative and emotional meaning can dramatically increase the perceived value** of even the most trivial objects.

Antonia Colasante

*SIGNIFICANT OBJECTS

100 EXTRAORDINARY STORIES ABOUT ORDINARY THINGS

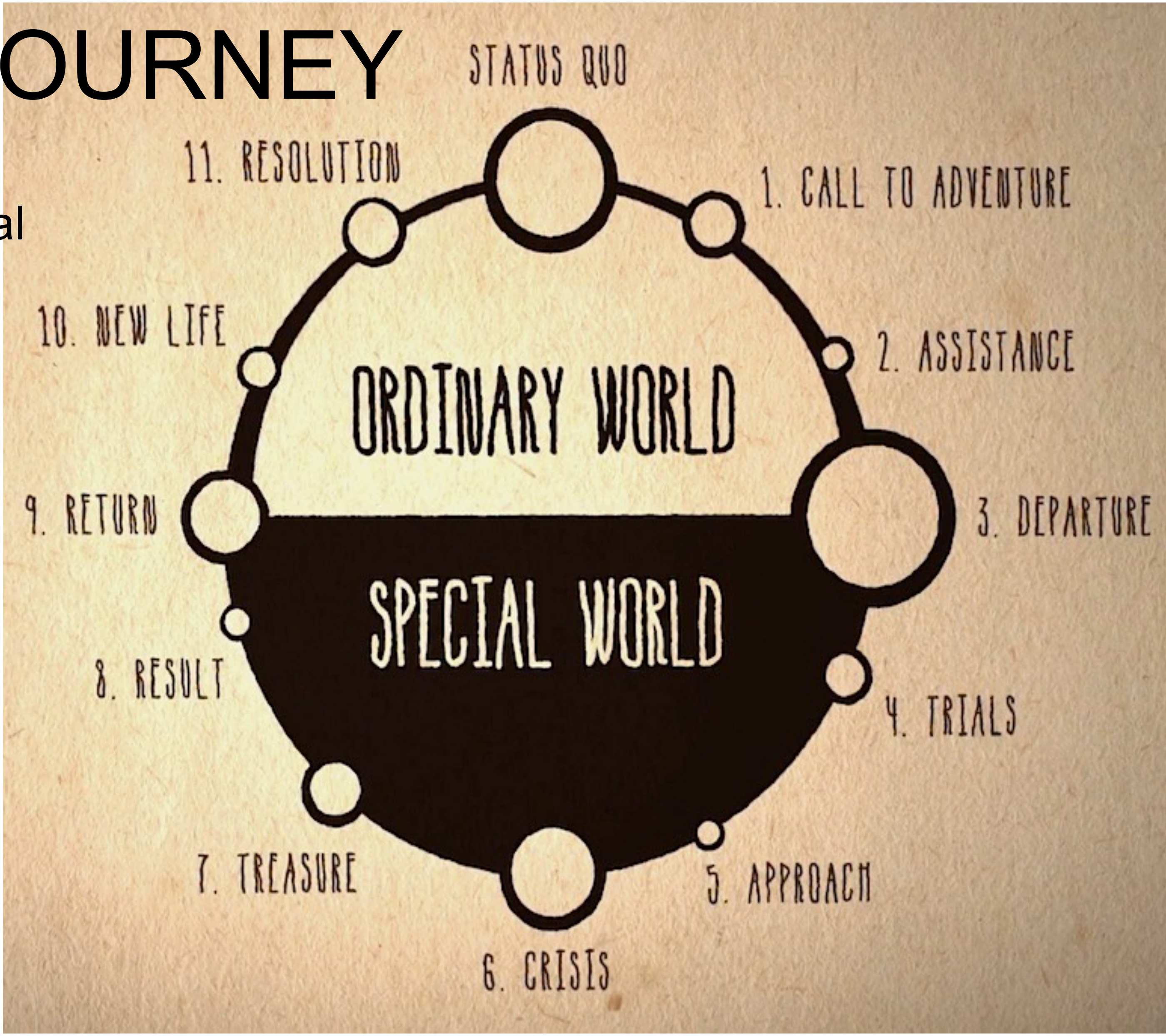
Jonathan LETHEM
Curtis SITTENFELD
Neil LaBUTE
Heidi JULAVITZ
Meg CABOT
Ben KATCHOR
Sheila HETI
Lydia MILLET
William GIBSON
Annie NOCENTI
Tom McCARTHY
Ben GREENMAN
Shelley JACKSON
Bruce STERLING
And 86 others...

*A Literary and Economic Experiment by
ROB WALKER & JOSHUA GLENN

THE HERO’S JOURNEY

The Hero's Journey by Joseph Campbell is a universal storytelling pattern.

Core idea: All meaningful transformation follows this pattern—leaving comfort, facing challenges, gaining insight, returning transformed. Widely used in storytelling (Star Wars, Harry Potter) and marketing to create emotional resonance by positioning customers (but not only) as heroes on their own journey.


STATUS QUO
1. CALL TO ADVENTURE
2. ASSISTANCE
3. DEPARTURE
4. TRIALS
5. APPROACH
6. CRISIS
7. TREASURE
8. RESULT
9. RETURN
10. NEW LIFE
11. RESOLUTION
ORDINARY WORLD
SPECIAL WORLD

KEY ELEMENTS FOR STORIES

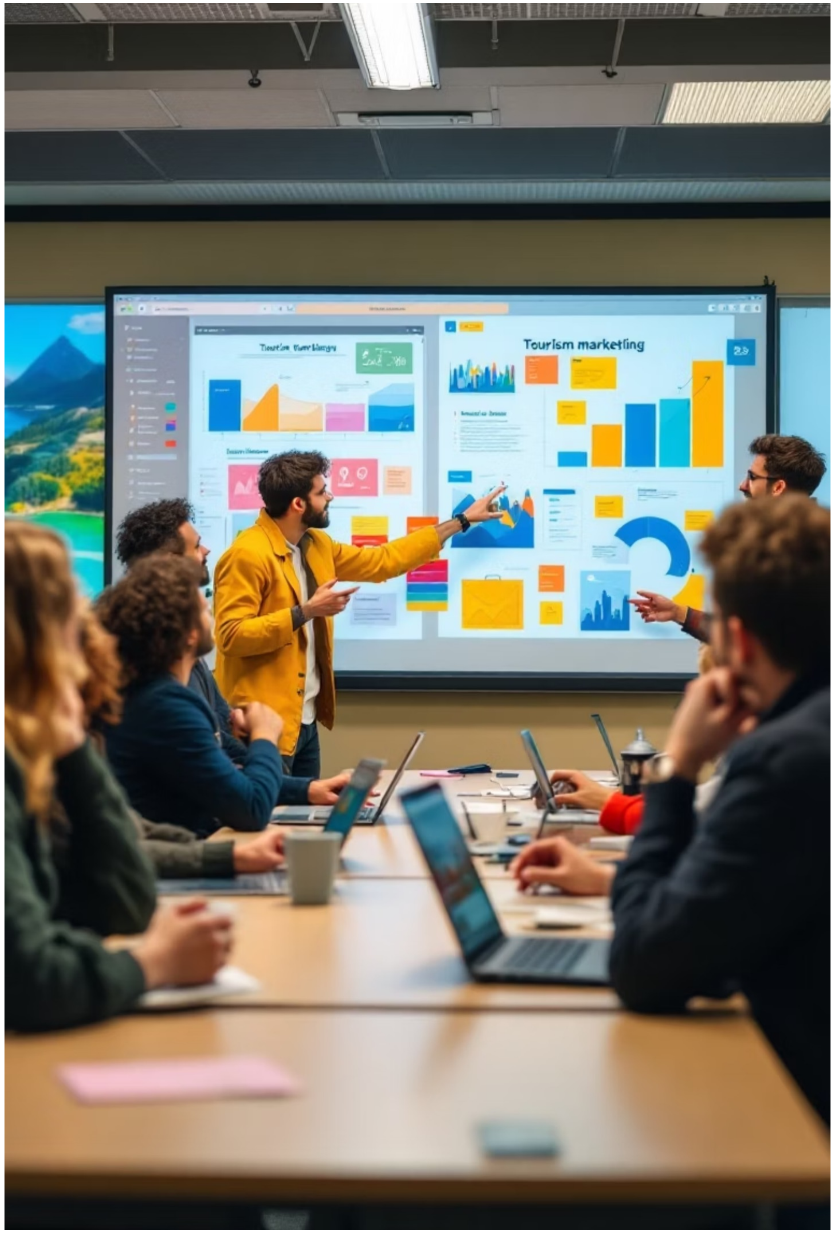
To capture attention and inspire travelers, stories must touch the heart and mind. Here are the fundamental elements:

The Hero
Define who undertakes the journey.

The Challenge
Present the obstacles and solutions.

The Transformation
Show the traveler's change.

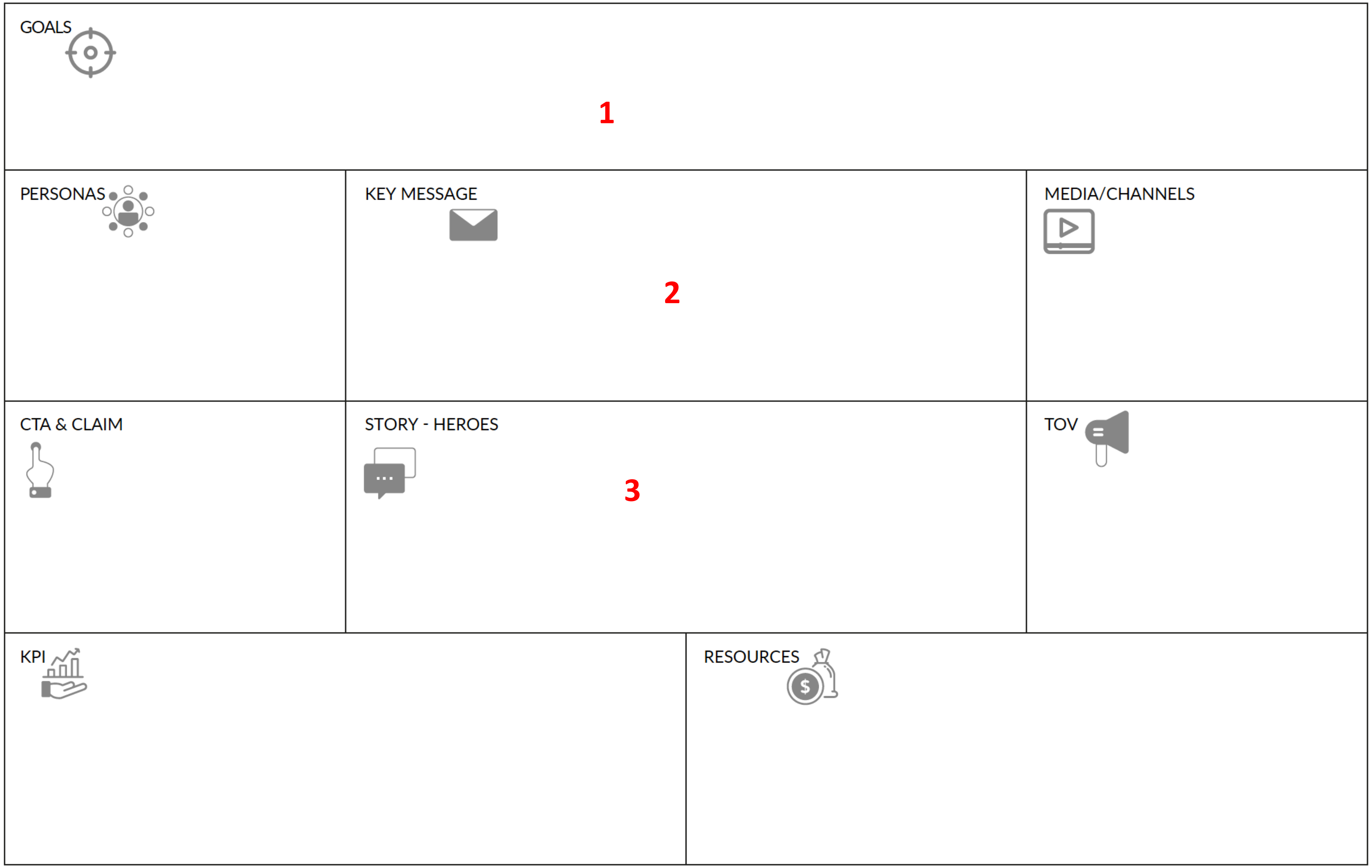
The Connection
Create a deep emotional impact.



BRAND STORYTELLING

PROJECT

DATE



GOALS

1

PERSONAS

KEY MESSAGE

2

MEDIA/CHANNELS

CTA & CLAIM

STORY - HEROES

3

TOV

KPI

RESOURCES

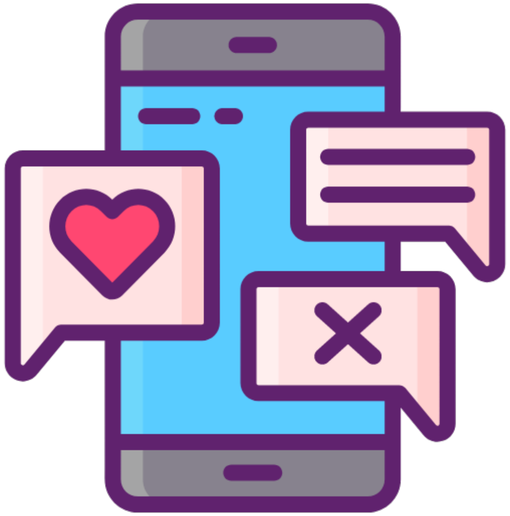
ANTONIA COLASANTE
a.colasante@agenfap.com | agenfap.com

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.
To view a copy of this license, visit http://creativecommons.org/licenses/by-sa/3.0/
or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

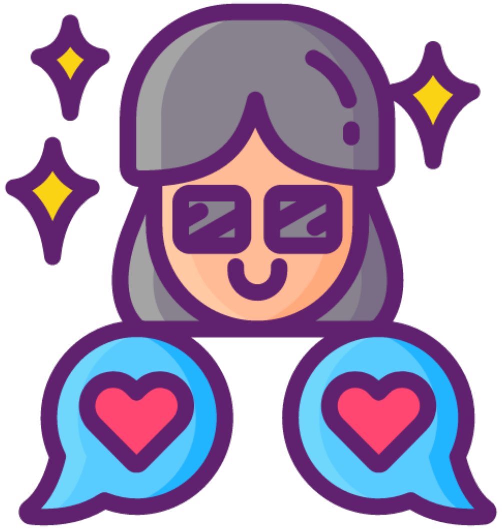
1.GOAL

My expectations from Brand Storytelling activities
What I aim to achieve through it…

Awareness



Engagement

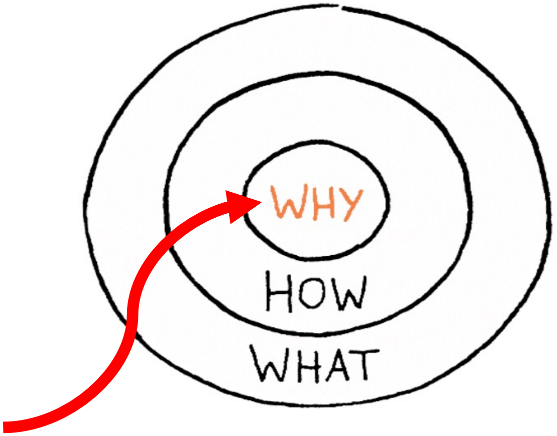


Reputation

Trust

Antonia Colasante

2.KEY MESSAGE



The value proposition.
Your uniqueness

Here it's not the way you will communicate it. You have to write it down for yourself.

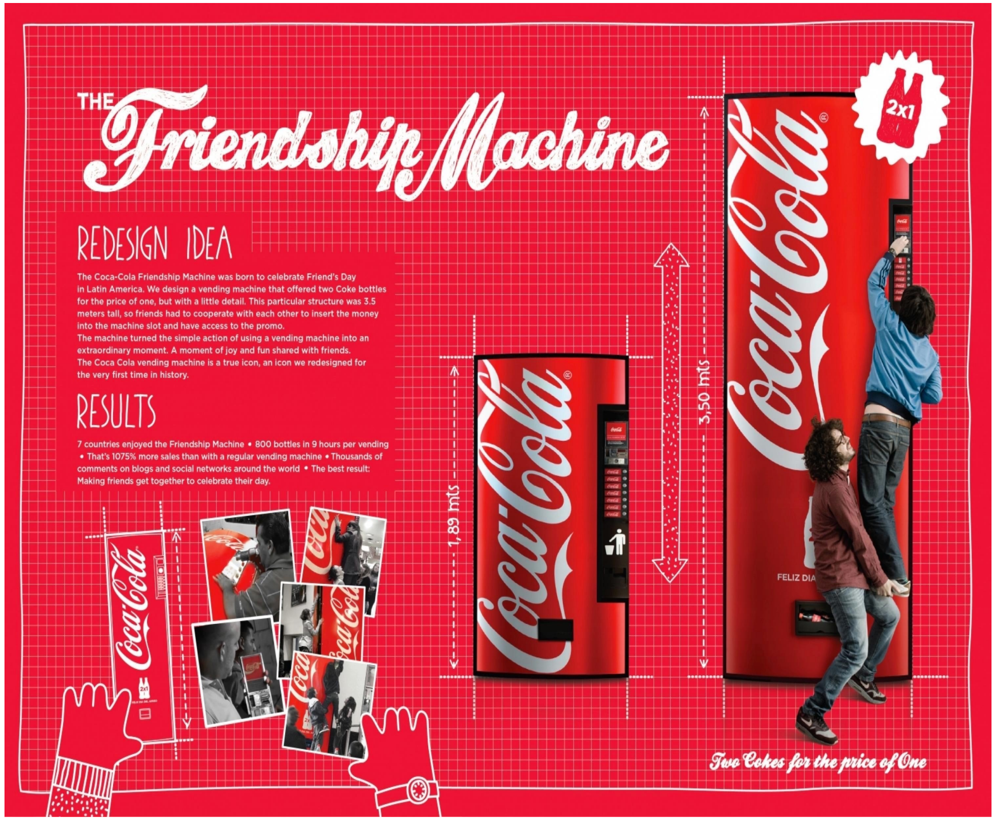
Antonia Colasante

3.STORY/HEROES

THE SAME CONTENT of the Key message box. It's just tranlsated into a meataphor or a symbol, something to represent the content in order to achieve emotional fields

- **Virgin Airways**: *to embrace the human spirit and let it fly*
- **Facebook**: *to bring the world closer together*
- **Starbucks**: *to inspire and nurture the human spirit*

3.STORY/HEROES



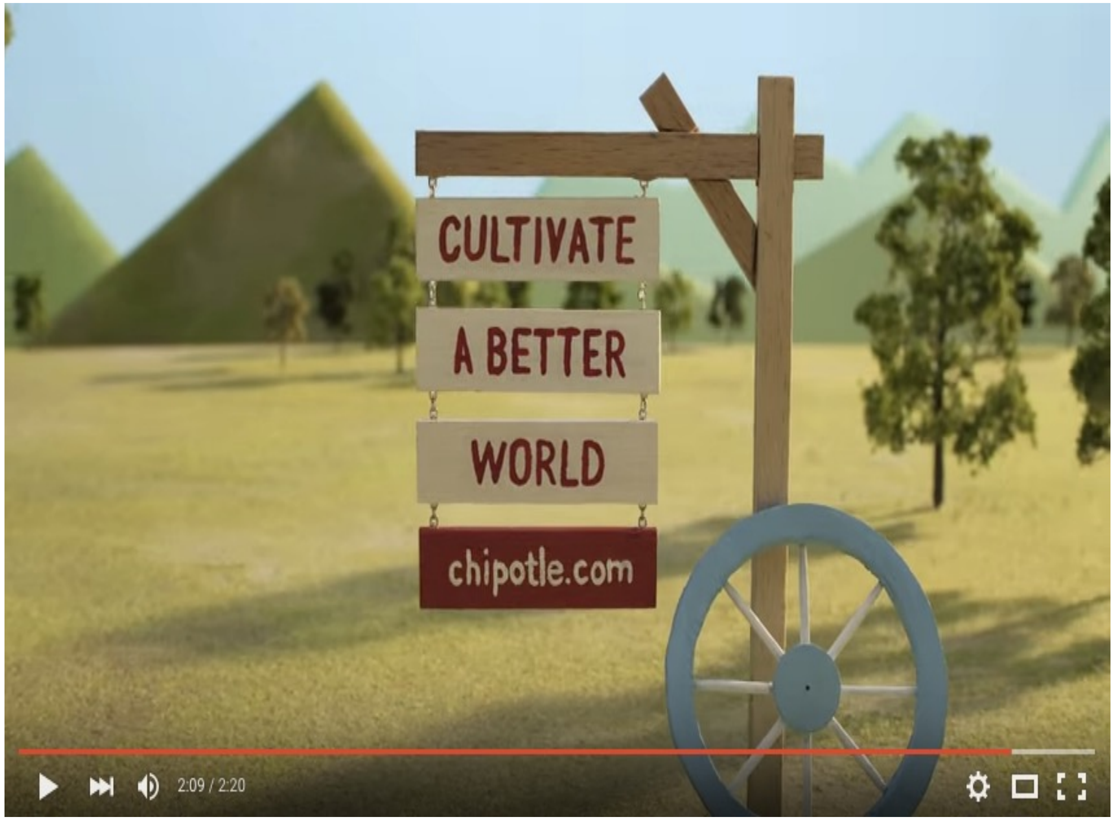
THE Friendship Machine

REDESIGN IDEA

The Coca-Cola Friendship Machine was born to celebrate Friend's Day in Latin America. We design a vending machine that offered two Coke bottles for the price of one, but with a little detail. This particular structure was 3.5 meters tall, so friends had to cooperate with each other to insert the money into the machine slot and have access to the promo.
The machine turned the simple action of using a vending machine into an extraordinary moment. A moment of joy and fun shared with friends.
The Coca Cola vending machine is a true icon, an icon we redesigned for the very first time in history.

RESULTS

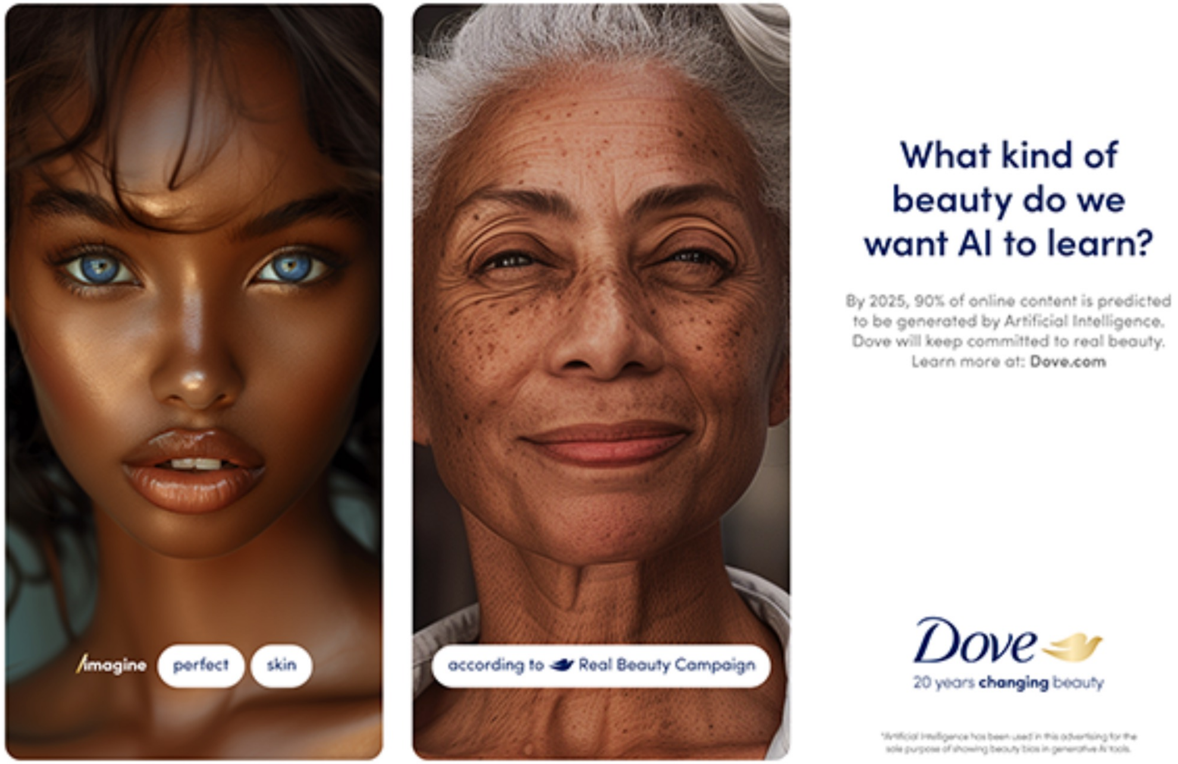
7 countries enjoyed the Friendship Machine • 800 bottles in 9 hours per vending • That's 1075% more sales than with a regular vending machine • Thousands of comments on blogs and social networks around the world • The best result: Making friends get together to celebrate their day.



https://youtu.be/1Pk07lQS3gs

Antonia Colasante

https://youtu.be/u8EVz_IjCwM


imagine
perfect
skin
according to Real Beauty Campaign

What kind of beauty do we want AI to learn?

By 2025, 90% of online content is predicted to be generated by Artificial Intelligence. Dove will keep committed to real beauty. Learn more at: **Dove.com**

Dove
20 years **changing** beauty

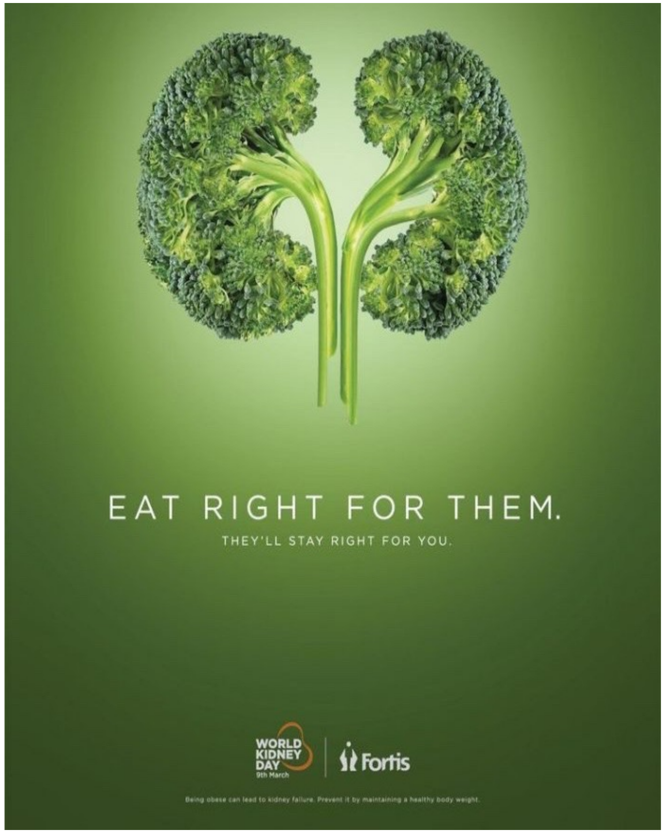
*Artificial intelligence has been used in this advertising for the sole purpose of showing beauty bias in generative AI tools.

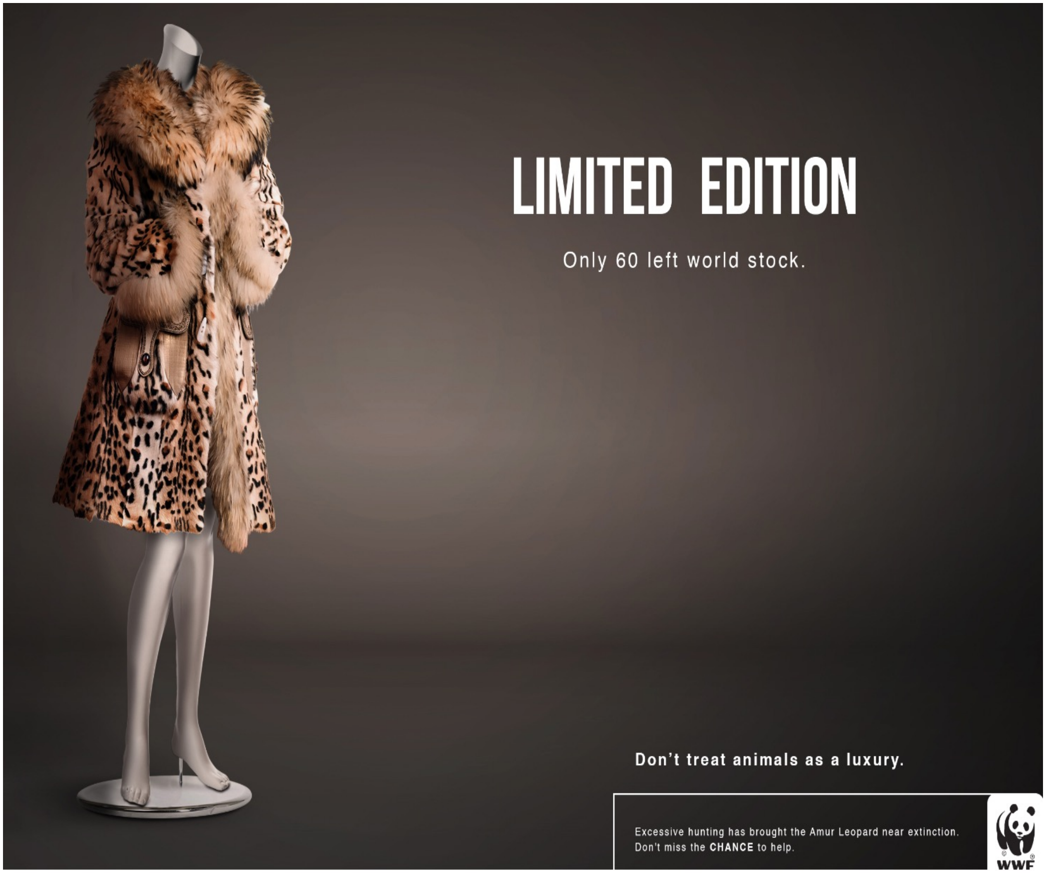
Tom
Blendtec
blendtec

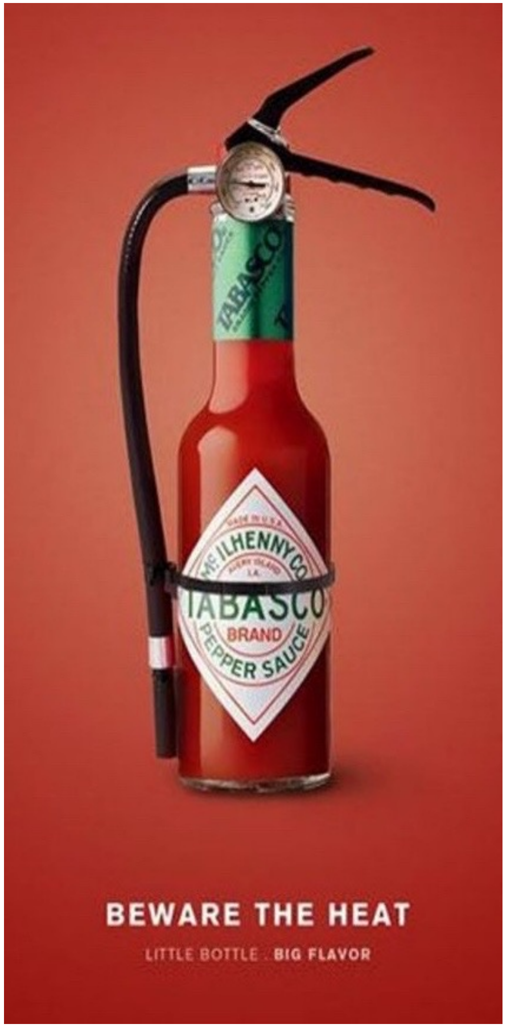
DOVE #therealbeauty

https://youtu.be/TyZNsCfbeUk
https://youtu.be/relQAmmpbO8?si=O-XlsuZ7QX6hjFQR

https://youtu.be/lAl28d6tbko

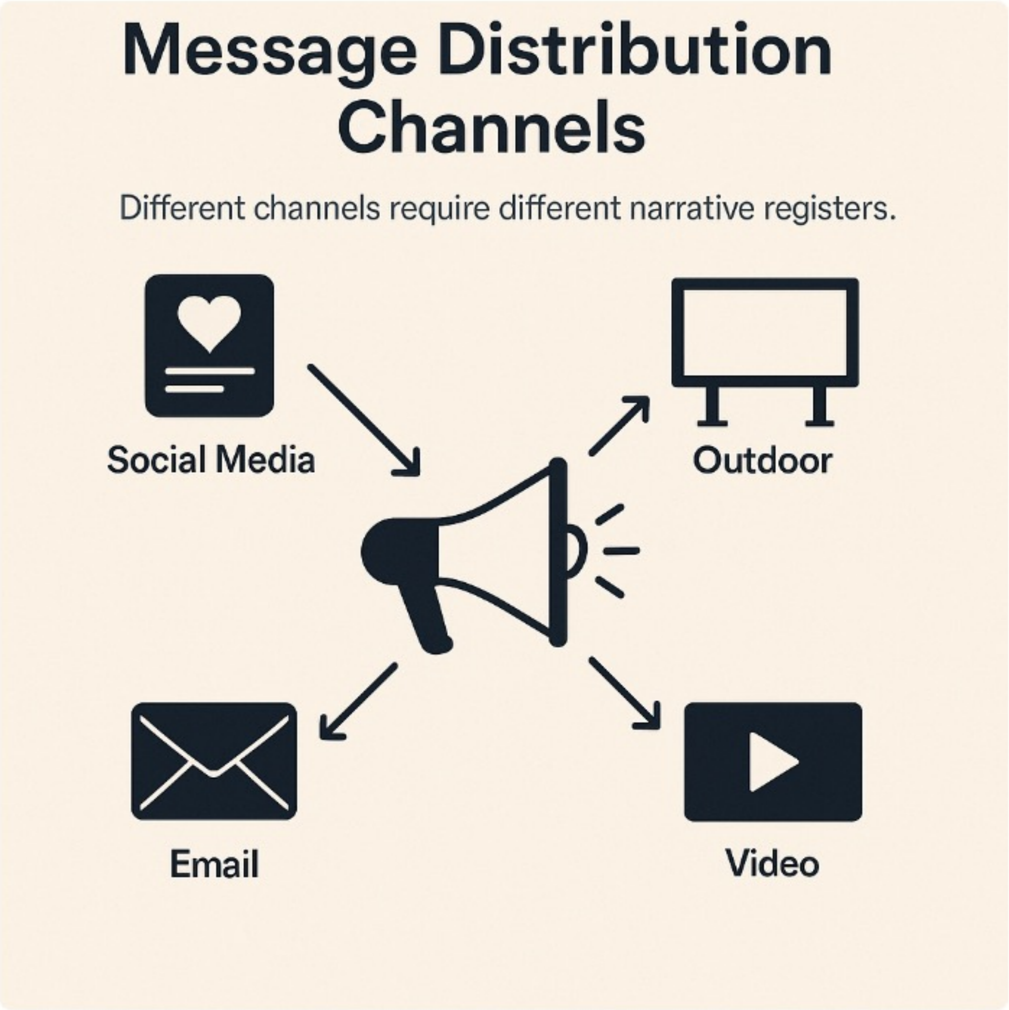

EAT RIGHT FOR THEM.
THEY'LL STAY RIGHT FOR YOU.
WORLD KIDNEY DAY
9th March
Fortis
Being obese can lead to kidney failure. Prevent it by maintaining a healthy body weight.


LIMITED EDITION
Only 60 left world stock.
Don't treat animals as a luxury.
Excessive hunting has brought the Amur Leopard near extinction.
Don't miss the CHANCE to help.
WWF


TABASCO
McILHENNY CO.
TABASCO
BRAND
PEPPER SAUCE
BEWARE THE HEAT
LITTLE BOTTLE : BIG FLAVOR

CHANNELS

A message cannot be delivered the same way on social media, in a billboard, in a newsletter, or in a video campaign — format, tone, and representation must adapt.


Message Distribution Channels
Different channels require different narrative registers.
Social Media
Outdoor
Email
Video

CHANNELS

Each channel has its own logic

Facebook
I like donuts

YouTube
I'm watching donut videos

Snapchat
Short video with my donut

LinkedIn
My skills include donut eating

13
17
45
SUBSCRIBE
LIVE
SHARE
@thepixelcom
the-pixel.com
All rights reserved.
the-pixel.com

Twitter
I'm eating a tasty #donut

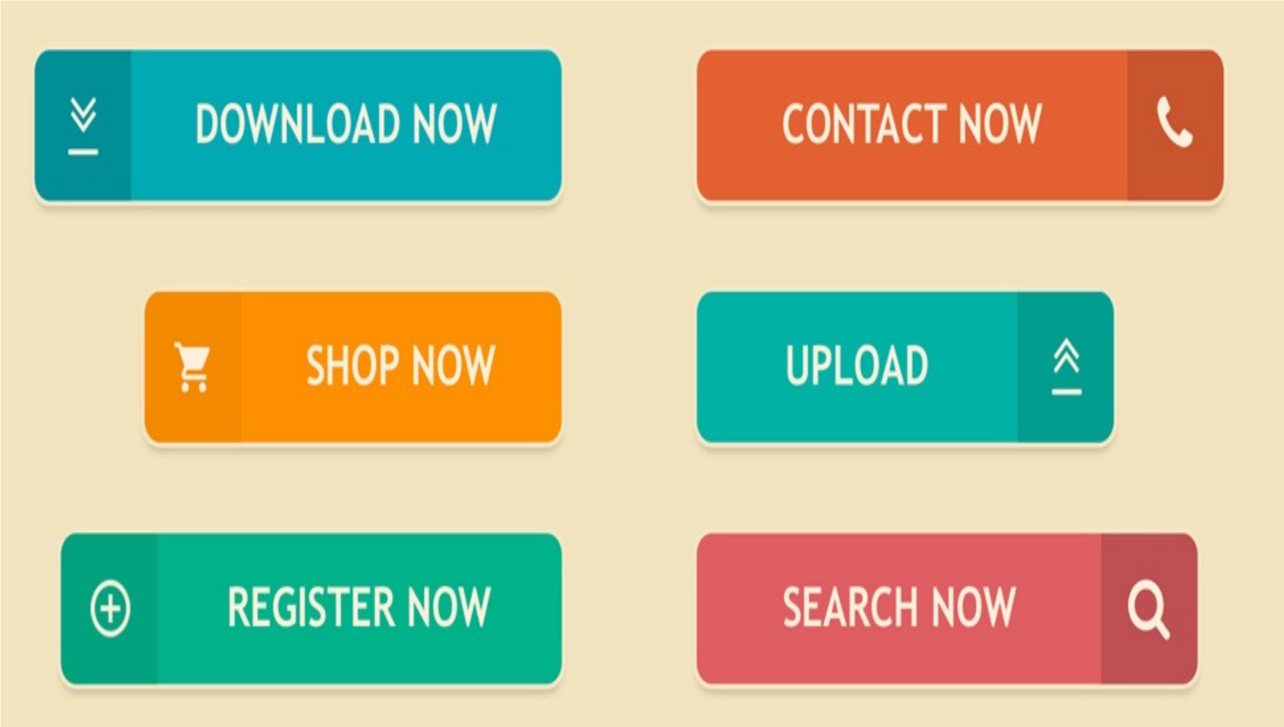
TikTok
I dance & sing with my donut

Instagram
Here's a photo of my donut

Pinterest
Boards of my favorite donuts

CALL TO ACTION

Strategic prompt designed to encourage users to take a specific, measurable action.


DOWNLOAD NOW
CONTACT NOW
SHOP NOW
UPLOAD
REGISTER NOW
SEARCH NOW

CTAs serve as critical navigation points that guide audiences through the marketing funnel, increasing engagement and driving conversions at key decision moments.

CTAS BOOST CONVERSIONS

They can appear in various formats: buttons, links, banners, or pop-ups across websites, emails, and digital platforms.

CALL TO
ACTION

Effective CTAs increase conversion rates by 10-30% by clearly directing user behaviour and reducing decision friction.

CLAIM

It captures the essence of a brand's promise in a short phrase. The idea it wants people to remember, believe, and feel

Effective claims must be:

- **Clear** – immediately understandable
- **Truthful** – backed by evidence
- **Compelling** – motivating to the audience

Think different.

JUST DO IT.

Coca-Cola
open happiness™

MasterCard

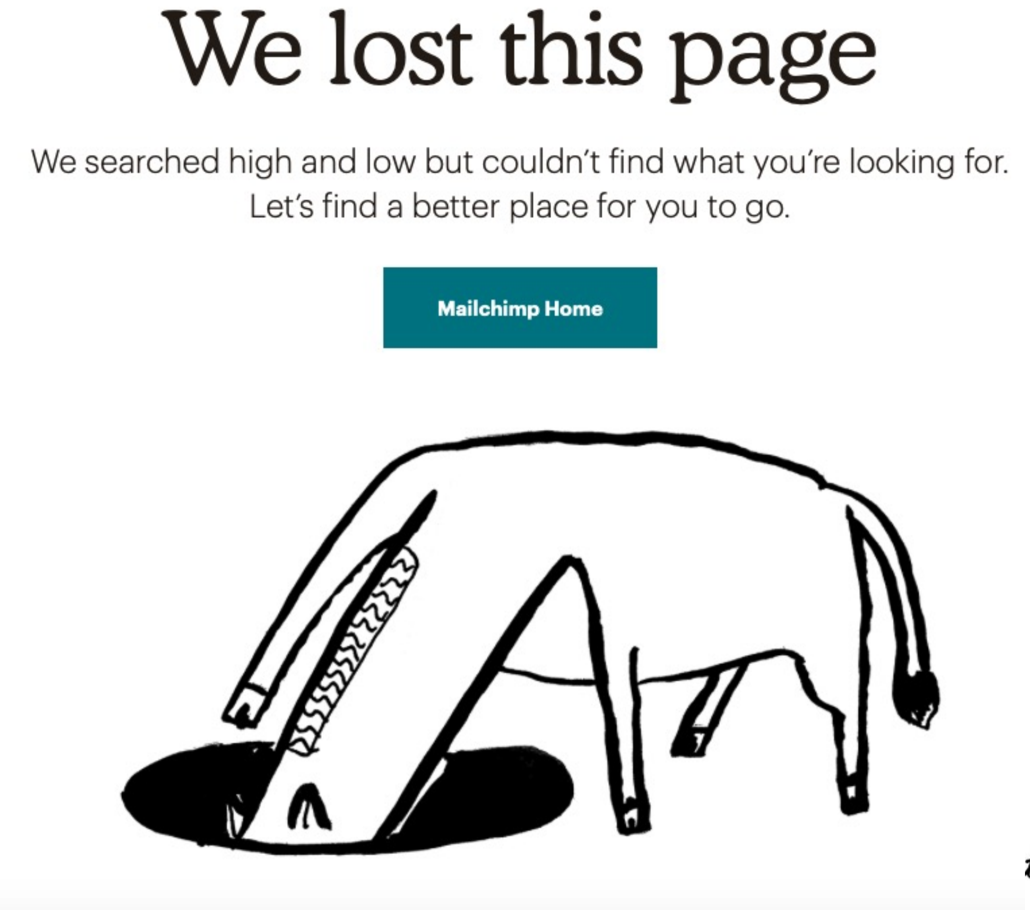
there are some things money can't buy,
for everything else there's MasterCard®.

airbnb
Belong Anywhere

TRAVEL BRILLIANTLY
Marriott

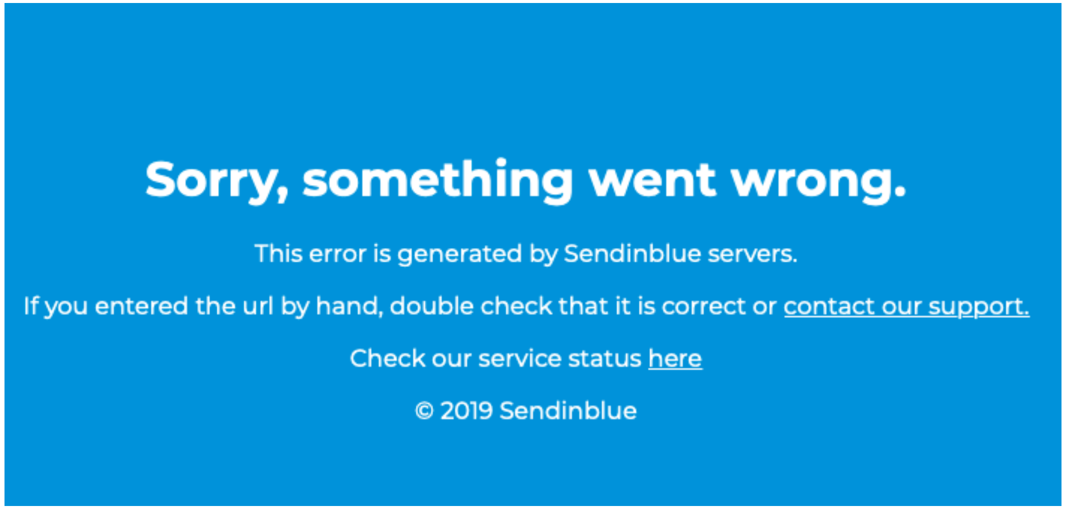
TONE OF VOICE

404 PAGE: Funny vs Serious



We lost this page

We searched high and low but couldn't find what you're looking for.
Let's find a better place for you to go.



Sorry, something went wrong.

This error is generated by Sendinblue servers.

If you entered the url by hand, double check that it is correct or contact our support.

Check our service status here

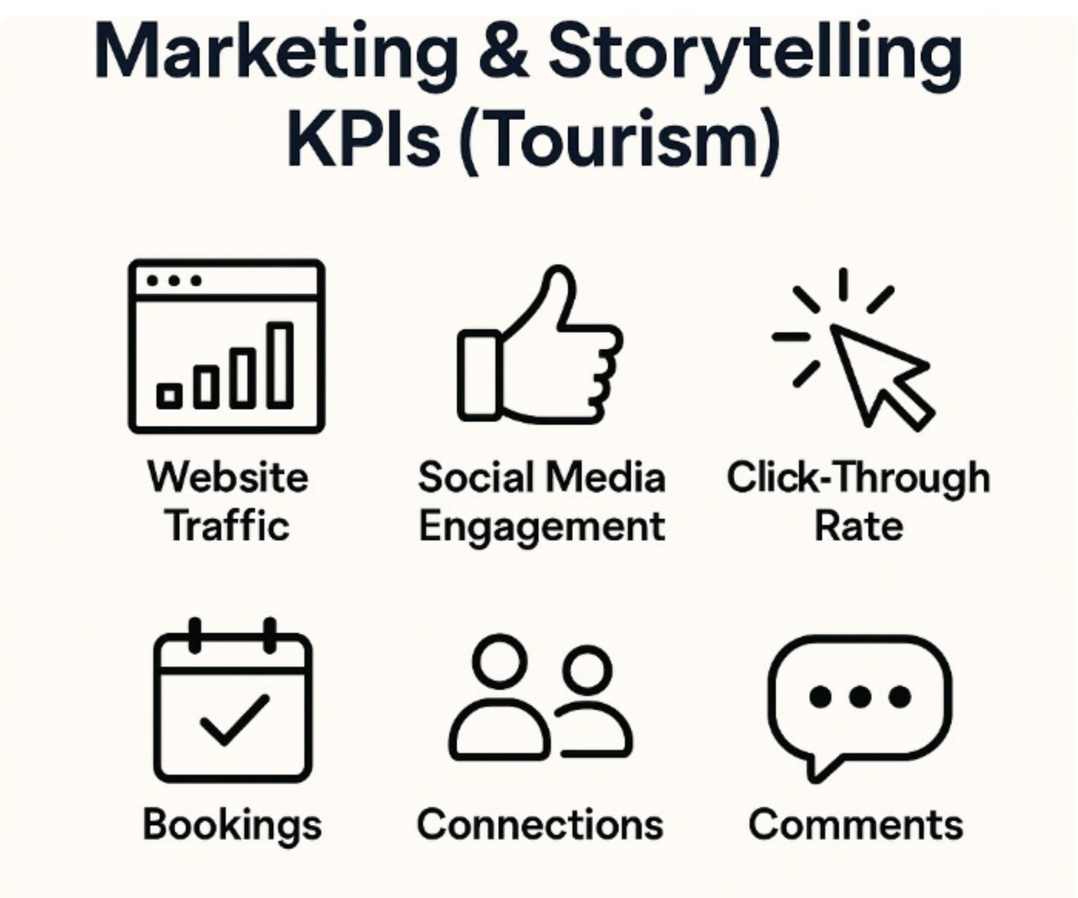
© 2019 Sendinblue

tonia Colasante

KEY PERFORMANCE INDICATORS

It is a quantifiable measure used to evaluate success against strategic objectives.

KPIs track progress towards the designed GOAL


Marketing & Storytelling KPIs (Tourism)
Website Traffic
Social Media Engagement
Click-Through Rate
Bookings
Connections
Comments

Antonia Colasante

KPI

Specific & Measurable	Clear targets with defined data sources that eliminate ambiguity.
Strategically Relevant	Directly aligned to the organisation's most important business objectives.
Regularly Reported	Tracked consistently (often monthly) to guide timely decision-making.

Example KPIs: Revenue growth rate, customer retention percentage, average resolution time, net promoter score.

KPIS FOR TOURISM MARKETING

Monitoring KPIs is crucial for measuring the effectiveness of strategies and guiding future decisions in tourism marketing

Conversion Rate Percentage of visitors who complete a desired action (e.g., booking)

Customer Acquisition Cost (CAC) Total cost to acquire a new customer; ensures profitability.

Customer Lifetime Value (LTV) Total revenue generated by a customer over time; indicates loyalty

Engagement Metrics Measure audience interaction (e.g., likes, comments, shares).

MEASURING CALL TO ACTION PERFORMANCE

Tracking the right metrics ensures your ctas deliver results. Focus on these key indicators:

click-through rate (ctr)

the percentage of users who click the cta out of total viewers—indicates initial interest and engagement.

conversion rate

the percentage completing the desired action after clicking—measures true effectiveness and roi.

bounce rate

the percentage leaving without further interaction—reveals if expectations match landing page content.

time on page

average time spent after cta interaction—indicates content relevance and user engagement depth.

USE A/B TESTING AND EVENT TRACKING TO CONTINUOUSLY OPTIMISE CTA EFFECTIVENESS AND REFINE YOUR APPROACH.

CONNECTING CTA, CLAIM, AND KPI

CTAs
Prompt specific user actions

Claims
Justify why to act

KPIs
Measure if actions meet goals

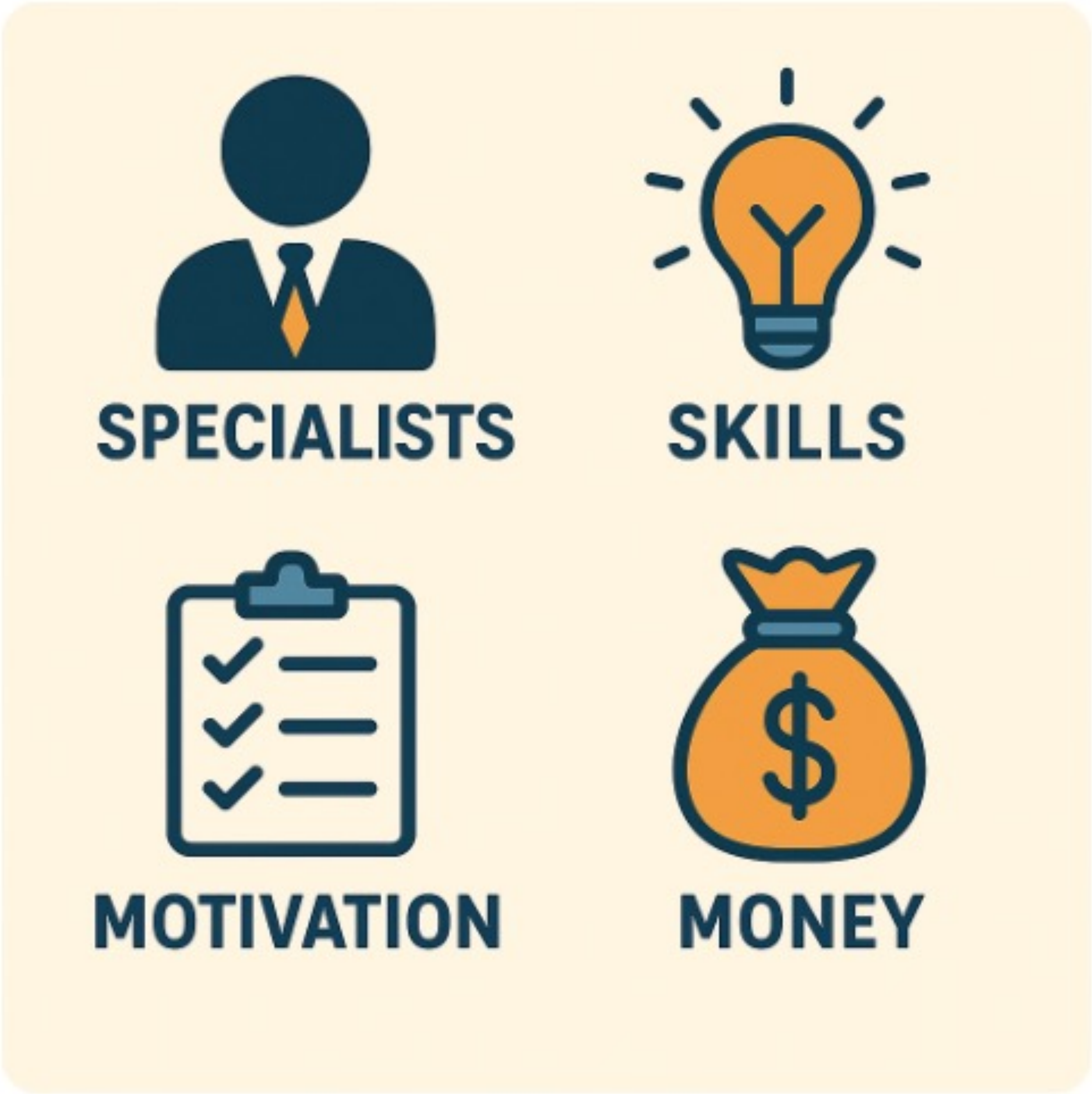
Mastering these interconnected elements drives better engagement, clearer messaging, and measurable, sustainable growth for your organisation.

RESOURCES

All the essential ingredients needed to bring a communication plan to life. Everything that enables strategy to become execution, such as...

People & skills: professionals, strategists, creatives, coaches, consultants, video-making

Budget & Investments: paid advertising, production costs


SPECIALISTS
SKILLS
MOTIVATION
MONEY

STORYTELLING TECHNIQUES AND FORMATS IN TOURISM

Tourism utilizes various storytelling techniques to inspire and connect travelers

VIDEO STORYTELLING

- Dynamic visual narratives
- Evoke emotions

Turkish Airlines *with commercials on diverse cultures.*

https://youtu.be/B6fJkB1KGM8

User-Generated Content (UGC)

- Authenticity and trust
- Real traveler experiences

Airbnb *uses guest photos and reviews.*

https://youtu.be/gt_G1MahzKU?si=2boSc0sm_qNgr2yx

STRUCTURED NARRATIVE CAMPAIGNS

- Complex, long-form stories
- Engage the audience

Tourism Australia *with the "Dundee" campaign.*

https://youtu.be/NNJKWVmK-GM

AIRBNB "BELONG ANYWHERE"

https://youtu.be/jcVFigGq1_I?si=mqpCnITSM2SqDpAX

1

Focus on local experiences
living like a resident.

2

Addresses traveler loneliness
an antidote to isolation.

3

Travelers become temporary residents
fulfills the desire for belonging.

4

Philosophy of communal travel
distinguishes Airbnb from hotels.

WHAT IS DIGITAL MARKETING?

SEO & SEM

Search visibility and paid advertising

Social Media

Platform-specific campaigns

Email Marketing

Direct audience engagement

PPC Campaigns

Pay-per-click advertising

Digital marketing encompasses tactical, results-driven campaigns designed to boost visibility, generate leads, and drive sales. It focuses on **what you sell** and **how to convert** prospects into customers through measurable online channels.

DIGITAL MARKETING

The use of digital channels, platforms, and technologies to promote products, services, or brands to target audiences.

Antonia Colasante

SOCIAL MEDIA MARKETING IN TOURISM

Harness the power of social platforms to engage travelers, build brand loyalty, and inspire bookings.

- Build communities & share offers.
- Targeted ads for potential visitors.
- Ideal for events & customer service.

- Visual storytelling with stunning photos
- Showcase destinations visually.
- Engage influencers for aspirational content.

- Inspire spontaneous travel.
- Leverage short-form video & trends.
- Showcase authentic destination experiences.

- Offer virtual tours.
- Host immersive travel vlogs & guides.
- Captivate audience with rich video content.

SOCIAL MEDIA CONTENT STRATEGIES

User-Generated Content (UGC)

Encourage visitors to share their travel experiences building authenticity and trust with potential guests.

Behind-the-Scenes

Humanizes your brand and fosters a deeper connection

Destination Highlights

Use high-quality visuals and concise descriptions to inspire.

Travel Tips & Guides

Provide practical advice: packing, best routes, planning tips

Antonia Colasante

SOCIAL MEDIA ENGAGEMENT TACTICS

Effectively connect with travelers and amplify your message through strategic social media engagement.

Hashtag Strategies

Maximize visibility using relevant, trending, and branded hashtags. Drive discoverability and campaign participation.

Community Building

Foster engagement through interactive content, Q&A sessions, and user-generated content features. Create a loyal audience.

Influencer Partnerships

Collaborate with travel influencers and content creators to reach new audiences and build trust through authentic endorsements.

Social Listening

Monitor conversations, sentiment, and trends related to your destination or brand. Respond to feedback and refine strategies.

Antonia Colasante

SOCIAL MEDIA SUCCESS STORIES IN TOURISM

Discover how leading destinations captivate global audiences and drive tourism through innovative social media campaigns.

Visit Iceland

- **Strategy:** Quirky, authentic, and user-generated content focused.
- **Impact:** Engaged millions with unique, user-generated content like "Scream into the void," significantly boosting tourism.

Tourism Australia

- **Strategy:** Viral campaign offering "dream jobs" on Australian islands, leveraging social media for applications.
- **Impact:** Generated massive global media coverage

Visit Dubai

- **Strategy:** Encouraged visitors and residents to share experiences using #MyDubai
- **Impact:** Positioned Dubai as a vibrant, diverse destination through authentic user content and aspirational imagery.

DIGITAL ANALYTICS TOOLS FOR TOURISM MARKETING

To optimize strategies and maximize results, it's essential to rely on digital analytics tools that transform data into actionable insights.

Google Analytics

Monitors website traffic and user behavior to optimize online experience.

SM Insights

Analyzes audience engagement and sentiment for content strategy refinement.

Booking Platform Analytics

Extracts data to forecast demand, manage pricing, and optimize conversions.

CORE OBJECTIVE CONTRAST

Brand Storytelling

Build trust and emotional engagement over time. The goal is to create lasting relationships

Digital Marketing

Success is measured by tangible business outcomes within specific campaign timeframes.

Antonia Colasante

KEY DIFFERENCES IN FOCUS AND APPROACH

Digital Marketing Focus

Tactical Execution

- Which channels should we use?
- What's our budget allocation?
- How do we optimise conversion rates?

Metrics: Click-through rates, conversion rates, cost per acquisition, return on ad spend

Timeframe: Campaign-based (weeks to months)

Brand Storytelling Focus

Strategic Narrative

- Why does our brand exist?
- What values do we represent?
- How do we want people to feel?

Metrics: Brand sentiment, emotional connection, brand loyalty, customer lifetime value

Timeframe: Long-term brand building (years)

Antonia Colasante

NIKE'S PERFECT INTEGRATION

Brand Storytelling (The Message)

Core Story: "Everyone is an athlete. You can do it."

Value: Empowerment, determination, equality. Emotional connection through overcoming obstacles.

Digital Marketing (The Delivery)

Instagram athlete stories, YouTube inspirational videos, personalised email recommendations, Nike Training Club app engagement, targeted paid advertising

The Result

The same inspiring message delivered through different digital channels, creating both emotional connection and measurable sales growth

Antonia Colasante

Stories grow your curiosity and unlock your business potentials

Antonia Colasante
+39 3668100331
anto@antoniacolasante.com
www.antoniacolasante.com
P.IVA 15577001009

Certified Facilitator
LEGO® SERIOUS PLAY®